

# CLUB

THE NATIONAL MAGAZINE  
FOR EXECUTIVES OF TOWN  
AND COUNTRY CLUBS

# Management

JUNE  
1960



KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF • EARLY TIMES DISTILLERY CO., LOUISVILLE, KY.

**enjoy** the true  
old-style Kentucky Bourbon  
always smoother because it's slow-distilled

**EARLY TIMES**

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*Glamorize and Personalize Your Food Service Operations With*  
**Luxurious Sterno® Equipment**

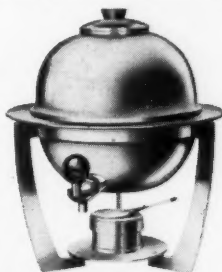
DESIGNED TO BURN **Sterno® Canned Heat** FUEL

Glamorous at-the-table dining-room service . . .  
 sophisticated cocktail-lounge service . . . smart and  
 efficient buffet service . . . simplified room service  
 —you'll find them all easy and profitable to pro-

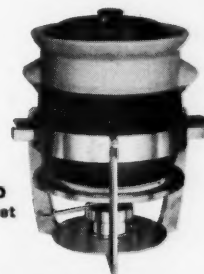
vide with Sterno's complete line of high-quality  
 brass, copper and stainless-steel serving equipment.  
 All these "Aids to Fine Service" burn safe, clean,  
 economical Sterno Canned Heat Fuel.



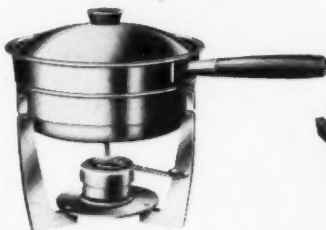
**STERNO**  
 Buffet Chafing  
 Dish Set



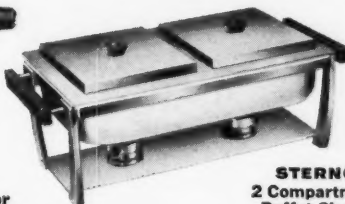
**STERNO**  
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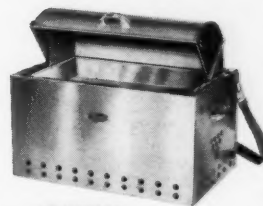
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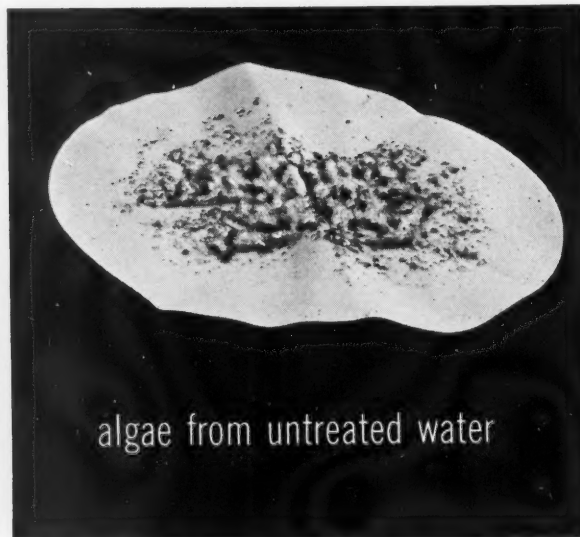
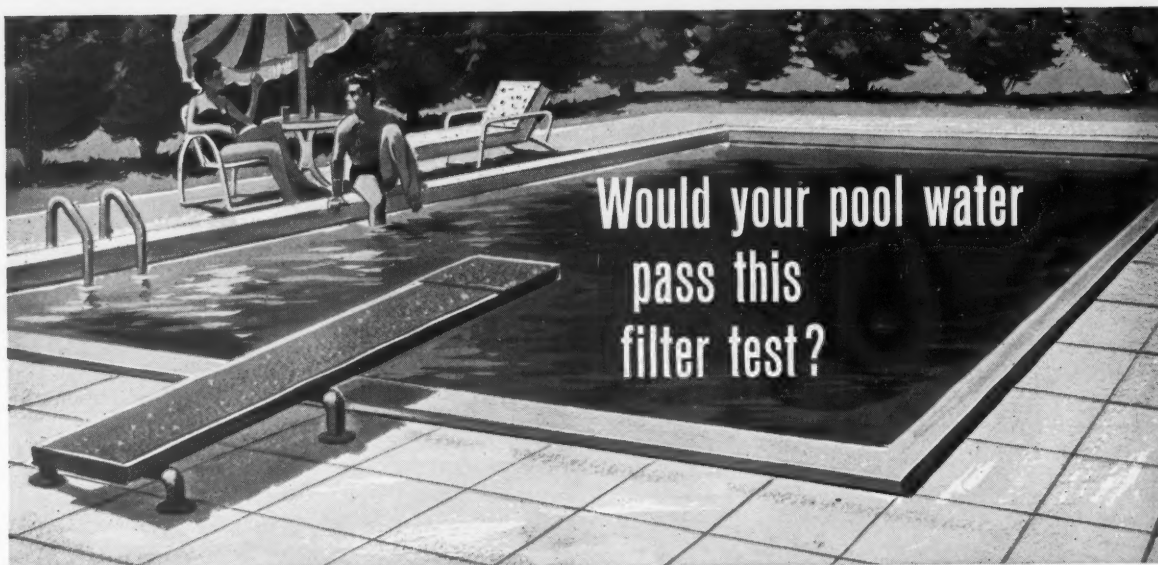
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**Sterno, Inc.**  
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A Subsidiary of Colgate-Palmolive Company  
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Makers of Safe, Dependable  
**STERNO CANNED HEAT FUEL**

Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1960



These filter papers show the remarkable results of a controlled laboratory test on algae growth. Just three ounces of untreated water, when poured through the filter paper on the right, produced the amount of algae shown. The same amount of water treated with algae-killing HYAMINE 2389, poured through the filter paper above, left only slight evidence of dead algae. Proof positive that regular treatments of

HYAMINE 2389 can keep your pool free of slippery, unsightly algae. Helps you save money by cutting down on your use of chlorine, eliminating filter plugging and other maintenance due to algae growth. Formulations based on HYAMINE 2389 also make excellent disinfectants for use in locker rooms. Mail the coupon for information on local brand name products based on HYAMINE 2389.

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ADDRESS.....  
CITY.....ZONE.....STATE.....



*Chemicals for Industry*

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COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

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## What About the Future?

Enormous changes will take place in the food service industry during the next few years, according to predictions of most food experts. Many of these opinions were discussed at the fifth annual Institutional Marketing Conference held on May 6-7 at the Palmer House in Chicago by the Institutional Food Manufacturers Association.

A panel of experts, which included men responsible for operations ranging from a drive-in to a plush table establishment, agreed that the future growth in the restaurant industry will be in the suburban areas, generally where the population is at least 40,000. Most of the new restaurants will be a multiple-type operation catering to the family, although this will depend on location and income of the neighborhood.

More and more carry-out service is predicted, with emphasis on self-service. At the meeting food manufacturers were requested to research methods for developing pre-packaged items that can be handled with a minimum of labor.

Today restaurants are upgrading their premises with complete remodeling projects including decorating and architecture, equipment, etc. Less point-of-sale material is being used because it simply doesn't fit in with plush interiors. Menus are being simplified in order to realize better costs. A la carte menus are almost the rule, rather than the exception.

Restaurant men want new food products, and high on the list of needed items are ready-to-use frozen foods such as sea foods, concentrates, bulk baking goods, etc. They want prepared items made up to their recipes. They agree that showmanship is the answer to developing a successful restaurant.

What type of operation will the restaurant of the future be? The consensus of the panel members was that there will be only two or at most three types: the drive-in; the cafeteria, table, take-out; and quality.

It is predicted that because of increasing labor costs, especially if the minimum wage law is passed, there will be financial consolidation, massive growth of large commissary-served chains, introduction of "systems" concepts similar to those now changing industrial production and office work, use of "manufacturing kitchens" similar to those in food processing factories, and elimination of the unskilled and semi-skilled jobs

(Continued on page 33)

# CLUB Management

THE NATIONAL MAGAZINE  
FOR EXECUTIVES OF TOWN  
AND COUNTRY CLUBS

An Independent Publication

Title Registered

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VOLUME XXXIX

NO. 6

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Diamond Head, Oahu, Hawaii . . . . . Courtesy, New England Life

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## EDITORIAL, PRODUCTION AND ADVERTISING OFFICE

408 Olive Street, St. Louis 2, Missouri  
Telephone GARfield 1-5445



Donald H. Clark...Editor and Publisher	Wesley H. Clark.....Managing Editor
James J. Wengert...Associate Publisher	Johnson Poor.....Associate Editor
Harold R. Colbert...Assistant Publisher	Sandra Smith.....Assistant Editor
Catherine M. Barrett...Office Manager	Ralph B. Cox.....Assistant Editor
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## Club Management Regional Advertising Offices

NEW YORK CITY: Don J. Robertson, vice president, 551 Fifth Avenue, Tel. MURray Hill 2-2831.  
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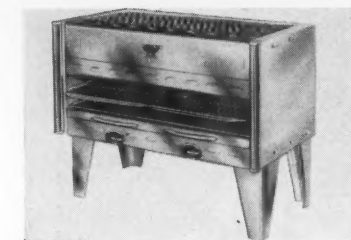
Colorful covers and brass are used as a design team in the new counter-bar chair added to the American Chair line of institutional furniture.



The chair, which is serviceable for club bars or snack rooms, has a curved back and spring seat for seating comfort. It is available in a selection of finishes and a wide range of cover colors and textures.

Additional information on bar-counter chairs and stools is available from Dept. CM, American Chair Co., Sheboygan, Wis.

All effects of a real charcoal broil . . . aroma, taste, appearance and retention of natural juices in meats . . . are offered without the muss of char-



coal itself in the "50" series Open Hearth Char gas broilers according to Bakers Pride.

A specially designed grate with wavy patterned surface allows meat to rest on peaks instead of on a flat surface thus eliminating frying and grilling. The unit carries the NSF seal.

For further information write Dept. CM, Bakers Pride Oven Co. Inc., 1641 E. 233rd St., New York 66.

A new type of wet wiping cloth and counter towel, "Premium Mesh Miracloth," is being introduced nationally by Chicopee Mills.

Tests made in leading establishments show that Premium Mesh keeps counters, bars and tables cleaner and more sanitary. A simple rinsing releases all soil picked up by the cloth to prevent streaking in wiping stainless steel, Formica and glass surfaces. Economically priced, it has

added qualities of non-souring and minimum staining.

For introductory package of 50 18" x 24" cloths at a special price or more information, write Dept. CM, Chicopee Mills, Inc., Miracloth Sales, Milltown, N. J.

A hot soup carrier from Cecilware Commadore is now on the club market.

According to the maker, because of its heavy duty construction, the hot soup carrier can be transported under the most difficult conditions to all off-kitchen locations, and with its tight closing cover and Fiberglas insulation, it locks in original heat, taste and aroma of the soup.

For complete details write Dept. CM, Cecilware-Commodore Products Corp., 199 Lafayette St., New York 12.

One answer to the problem of litter on the club grounds, around the swimming pool or halfway house on the golf course, is a machine called the Litter Bug.

Powered by a gas engine, the Litter



## Great New Design— POLAR WARE "Rectangular" Beverage Carrier

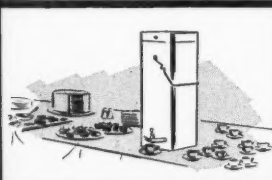
of heavy gauge  
stainless steel

- more efficient
- more productive
- more economical  
in use



POLAR 500 PORTER

A SIGNIFICANT new concept — this highly functional 5-gallon beverage carrier by Polar Ware. For in it Polar engineers have packed the features you want . . . and need most.



• EXCELLENT FOR LAWN SERVICE . . . or for informal affairs indoors — attractive, modern appearance makes the Polar Carrier ideal as a self-service unit. No need to transfer contents to another server.

• NOW CARRY TWO CONTAINERS EASIER THAN ONE — 10 gallons instead of 5 — with the convenient Polar bail handle . . . save time . . . save steps to the kitchen.

TO THESE foremost advantages add Polar durability. Deep drawn one-piece stainless steel interior construction provides extra strength, plus an extra measure of assured sanitation. Ask the men who call on you for full information. You'll find the best supply houses carry POLAR WARE.

## Polar Ware Company

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Merchandise Mart — Chicago 54, Room 1455

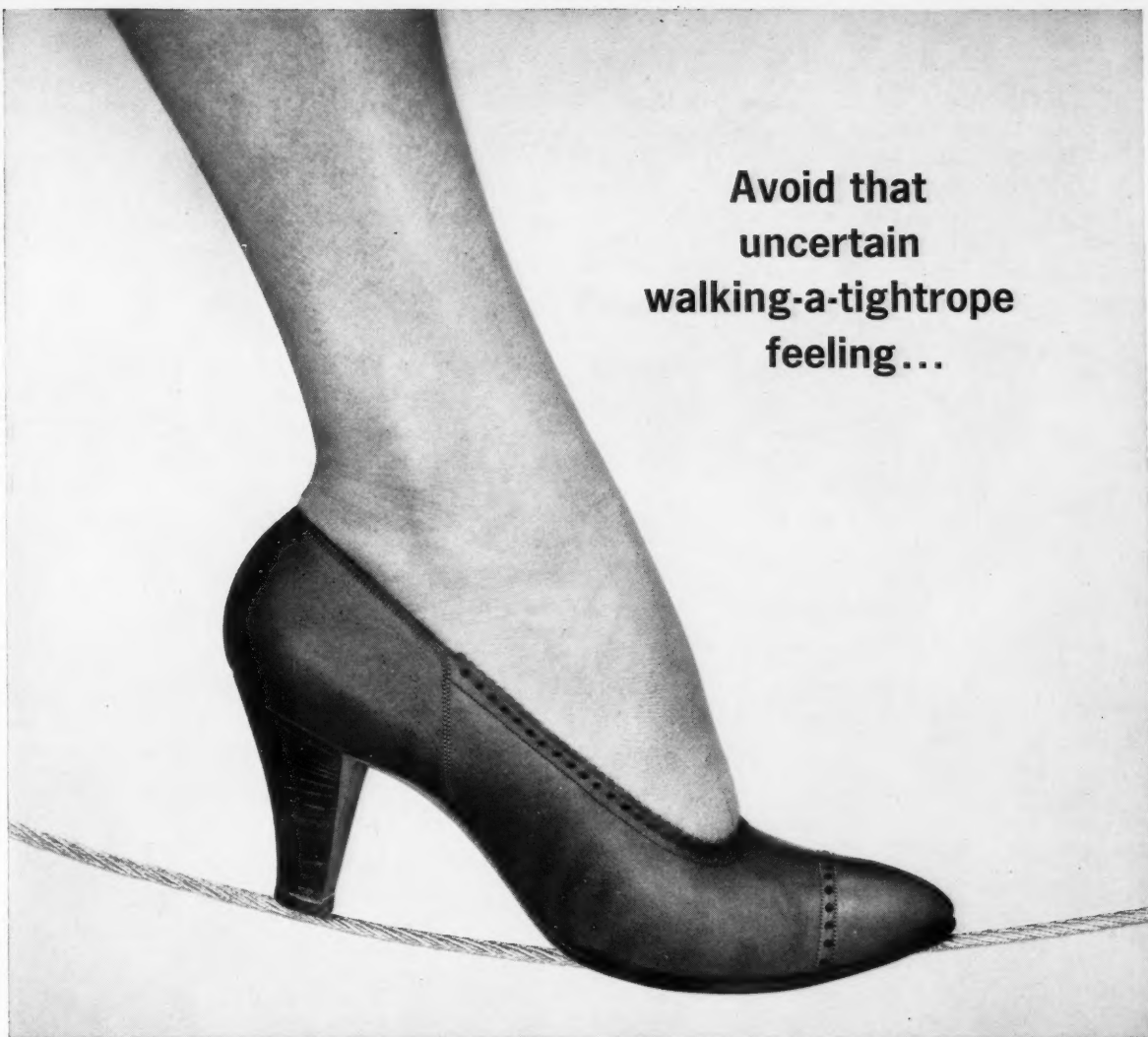
\*415 Lexington Ave.  
New York 17, New York

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Avoid that  
uncertain  
walking-a-tightrope  
feeling...



**For positive traction underfoot, plus lasting beauty,  
use floor wax containing LUDOX—Du Pont's anti-slip ingredient**

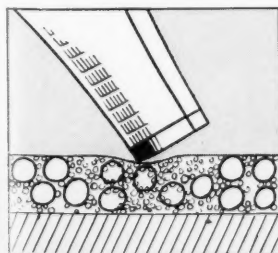
With "Ludox" in the floor wax you get added safety underfoot. "Ludox" acts like a brake that promotes easy, effortless walking. And you get the lasting beauty only a fine wax can give your floors. Scratches and scuffs can be buffed out

without rewaxing. For more information and a list of suppliers, write us or mail coupon below.



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colloidal silica

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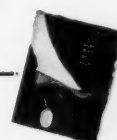


In floor wax, microscopically small spheres of "Ludox" colloidal silica are mixed among larger wax globules. Under foot pressure the particles of "Ludox" bite into the softer wax globules, resulting in a snubbing action that makes walking more carefree and comfortable.

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Industrial and Biochemicals Dept.  
Room 2533CL, Nemours Bldg.  
Wilmington 98, Delaware

Please send FREE booklet describing the advantages of floor wax with "Ludox" and a list of suppliers of these quality waxes.

Name \_\_\_\_\_  
Firm \_\_\_\_\_ Title \_\_\_\_\_  
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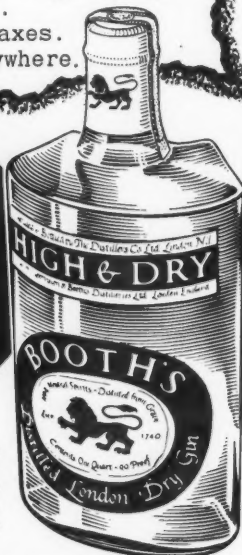
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## GIN NEWS

IN LONDON retail price of Booth's High & Dry Gin is 35 shillings, 6 pence—about \$5.01 at current rate of exchange. That's for 4/5 quart, 80 proof.

IN NEW YORK retail price for 4/5 quart, 90 proof, is \$4.32. Prices elsewhere in U.S.A. higher or lower depending on local taxes. Clubs of course get club prices everywhere.



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

DISTILLED LONDON DRY GIN. 90 PROOF. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN.  
W. A. TAYLOR & COMPANY, NEW YORK, N. Y. SOLE DISTRIBUTORS FOR THE U. S. A.

BECAUSE  
YOUR CLUB  
IS  
A SPECIAL  
PLACE



your paper table appointments just don't dare be ordinary. Impress your members with distinctive, different, menus, napkins, place mats, doilies, etc., that are as special as your club itself. Capturing the character of your club takes more than printing and paper. That's why we have a full staff of experienced artists, and the best idea men in the table appointments field... ready and willing to serve you. The cost? You'll be surprised—and pleased—at how much high quality custom design work your money buys at Aatell & Jones. There's a wide selection of low-cost, high-quality stock items available too, so why not get in touch with Aatell & Jones right away?

*Aatell and Jones, Inc.*

3360 Frankford Avenue, Philadelphia 34, Pa.  
Representatives in all principal cities.

Bug uses vacuum alone to gather all types of litter, even cigarette butts, at an easy walking pace. It "bales" litter into a big, specially woven bag, which in turn is inside a filter-type bag that holds in dust.

More information can be obtained by writing Dept. CM, Mid East Sales Co., P. O. Box 62, Lockland, Ohio.

A miniature spot removing dry cleaner, no larger than a pack of matches, has been created by White Frost Chemicals.

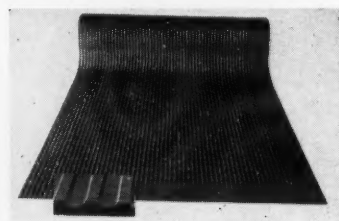
"Spot Chief," a non-flammable and non-toxic product, removes grease spots and lipstick in seconds. It is said to leave no ring and to dry instantly, thus making it practical for "emergency" cleaning of club members' clothes should the occasion arise in the club.

For further information write Dept. CM, White Frost Chemicals, Greenwich, Conn.

A compact steam generator, designed to provide working pressures five minutes after starting, has been developed by American Energetics Corp.

For use in club steam rooms, the "Minit Steam" generator requires only water and electricity connections with no outside stacking, needs less than three square feet of floor space and can be located near the point of use. Models are available ranging from one and a half to six horsepower, all operating at maximum pressure of 100 pounds per square inch with automatic controls.

For further details write Dept. CM, American Energetics Corp., 9th and Michigan Ave. N. E., Washington 17, D. C.



A new rubber matting for club locker rooms and pro shop floors has been developed by Ace Rubber Products. Called Kleen Sweep, the matting is said to be extra tough and durable, resisting spikes and hard wear.

The matting is made of a special wear-resistant rubber compound, reinforced with chopped rayon and nylon fibers, the same as used in first line auto tires. It is easy to keep clean, by sweeping or mopping, according to the maker.

For complete information write





## "Man Sized Scotsman Cubes give a Big Lift to our Bar Service"

**... that's the opinion of Wendy  
Leier, veteran bartender of  
American Legion Post #435.**

**BAR BUSINESS** is big business at the Richfield American Legion Club in suburban Minneapolis. And club officials find that their SCOTSMAN ice cubes satisfy the most particular guests and help move drinks at a faster rate.

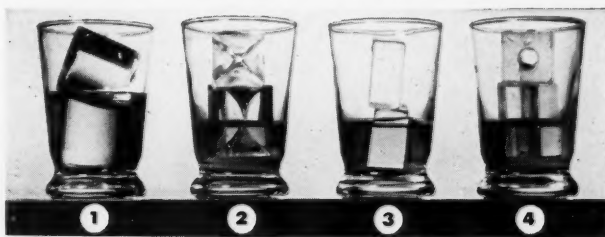
The club's SCOTSMAN Super Cuber SC-200 fits snugly at one end of the service bar where it serves up a continuous supply of crystal-clear ice cubes. The waist high bin makes cube removal easy and fast . . . keeps the Super Cubes handy 24 hours a day!

If ice is important in your bar business, you owe it to yourself to see the SCOTSMAN Super Cubers. Nine models are now available to serve you with capacities from 50 to 500 pounds a day. See your SCOTSMAN dealer or write for complete details. Use the handy coupon below!

*Big round Scotsman cubes speed up drink preparation. It's simple and fast to make a trayful of ice drinks when you have a Scotsman Super Cuber at your elbow. Round, solid Scotsman cubes, shown actual size at right, displace more liquid . . . have no holes or sharp edges.*



**WHICH ICE CUBE** makes more profit for you? The answer is apparent . . . the Number 1 cube lets you save up to 1½ oz. of mix every time you serve a regular or "pony" highball. Each glass shown contains a measured one-ounce shot of liquor . . . yet note the big difference in the liquor levels! What's more, with the big and solid Scotsman Super Cubes, the drinks also taste better!



# SCOTSMAN

*Modernize with Modern Ice!*

## ICE MACHINES



**YES!** Please send complete details, including new "Ideas on Ice" booklet on Scotsman Ice Machines.



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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

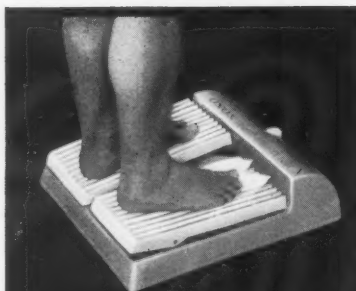
ZONE \_\_\_\_\_

STATE \_\_\_\_\_

MAIL TO: **SCOTSMAN ICE MACHINES**  
Queen Products Division, King-Seeley Corporation  
166 Front Street, Albert Lea, Minnesota  
EXPORT OFFICE: 15 William St., New York, N.Y.

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## athlete's foot with **ONOX**<sup>®</sup> skin toughener



Footsprayer cuts cost to 1/10 cent per treatment.



One treatment with footmat costs about 1/5 cent.

Skin specialists say the best way to prevent Athlete's Foot is to increase the skin's resistance to fungus growth\*. That's what Onox does. It keeps your feet as tough and healthy as your hands. Used by clubs, schools, and over 70% of the largest U. S. companies for the treatment and prevention of Athlete's Foot.

\*American Pub. Health Assoc., Oct. 15, 1954

### ● TRY ONOX 60 DAYS AT OUR RISK

If not satisfied, you owe us nothing. Full details on request.

### ● FREE FOLDER

Write for "Facts on Athlete's Foot" including medical opinions.



Dept. CM, Ace Rubber Products, Inc., Akron, Ohio.



To make bathing more comfortable in the cool Denver climate, a fence-windbreak of Fiberglas panels by Structoglas, Inc., was used in the construction of a commercial pool there.

The reinforced panels are said by the maker to be highly resistant to breakage and to require minimum supporting structure for stability. The shatterproof, lightweight sheets of plastic keep out wind but let in natural light. They can be installed with ordinary woodworking tools.

For full information write Dept. CM, Structoglas, Inc., 4387 W. 35th St., Cleveland 9, Ohio.

A handy booklet on painting swimming pools is now available to club managers.

Included in the booklet is information on surface preparation for concrete and metal pools as well as types

of paint, application, colors and miscellaneous hints.

For a copy write Dept. CM, National Paint, Varnish and Lacquer Assoc., 1500 Rhode Island Ave., N.W., Washington, 5, D. C.

To minimize the hazards of spillage, glass breakage and hard-to-manage beverage bottles, Poolmaster has designed a new serving tray.

"Traymaster," featuring pockets to hold glasses or bottles, is made of lightweight molded plastic designed for perfect balance. It distributes the weight over the hand and arm, leaving one hand free at all times. A hand-grab permits removal of glasses from



the tray without tipping. The tray is available in two finishes: gold on white or gold on black.

For more details write Dept. CM, Poolmaster, Inc., 1285 Rollins Rd., Burlingame, Calif.

## Don't Mop Your Floors with Dollar Bills!



### Save money—save time with flexible, efficient GEERPRES Mopping Outfits

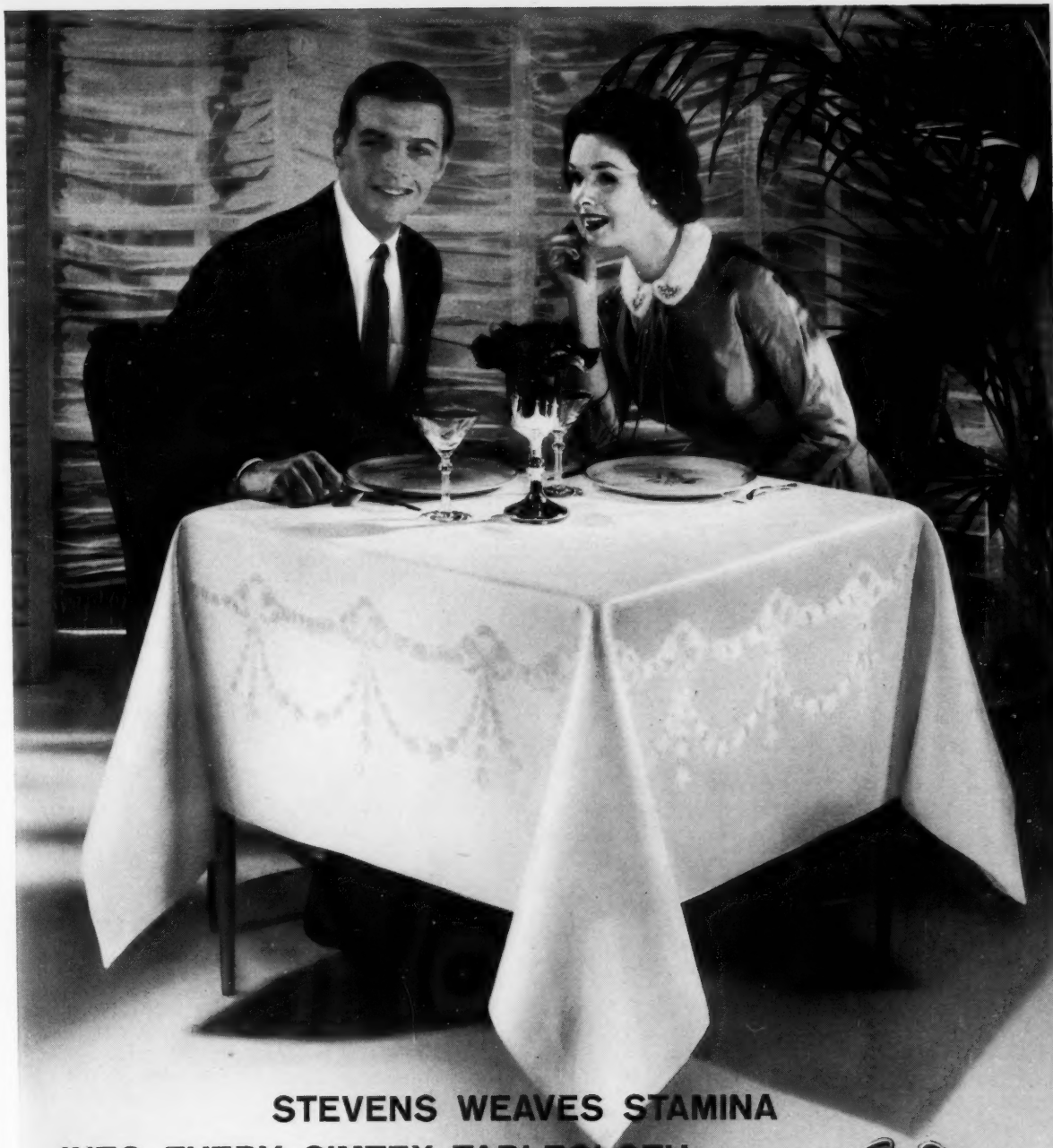
If you're not using a GEERPRES mopping outfit, floor cleaning is probably costing you more than you think. Only GEERPRES has the design features and rugged construction to save costly labor time, give maximum service life.

Wringers give you powerful, uniform squeezing action—wring mops dry, quickly, easily, smoothly, in single operation. Patented design keeps splash and spray off cleaned floors. Electroplated wringers, galvanized buckets end rust—last for years. Mops last longer because wringers cannot twist, tear, tangle. Ask your jobber or write for catalog.

**Geerpres**  
**WRINGER, INC.**

FLOOR-KING  
MOPPING OUTFIT  
FOR MOPS TO 36-OZ.

P.O. BOX 658, MUSKEGON, MICH.



## STEVENS WEAVES STAMINA INTO EVERY SIMTEX TABLECLOTH

Only the natural lustre of fine combed yarns can create the beauty of a Simtex® tablecloth. It's the even strength in both warp and filling that adds to the stamina in all Simtex cloths. The exclusive Basco® protective process that is applied permanently to the fiber itself assures unsurpassed durability and long-range economy. Only Stevens *exclusive* Basco truly permanent finish can maintain the look of luxury for the life of the cloth. Your choice of sparkling white or fashion colors.



J. P. Stevens & Co., Inc. New York 36, New York



# You can make news with *Fry-and-Spice Potatoes*



*Flavor your French Fries to suit the main dish.....build side-order sales with these novelty potatoes deep-fried in Heavy-Duty MFB*



## *Quik-Tips* from Shortening Headquarters for Deep Frying Them Better

- Be sure your thermostat is accurate. Use 8 to 1 load ratio—8 pounds of Heavy-Duty MFB for each pound of potatoes.
- High frying temperature does the trick—with Heavy-Duty MFB, the shortening with the high smoke point.
- For the all-use deep fryer, all-vegetable Heavy-Duty MFB insures no transfer of flavors.



*Shortening is no sideline with us . . .  
that's why Heavy-Duty MFB fries and fries and FRIES*

For the names of your nearest Wesson distributors, write us,  
210 Baronne Street, New Orleans, Louisiana

## The Wesson People

Makers of Heavy-Duty MFB . . . Keap . . . Quik-Blend . . . Meedo . . . Quiko . . . Task

So easy to offer a wide variety on your menu. Just deep-fry your potatoes in Heavy-Duty MFB. Then season each individual serving to complement the main dish. For instance:



1. Sprinkle with garlic or onion salt when served with old-fashioned hamburgers.



2. Use celery salt for a garden-fresh taste to serve with omelets.



3. Salt and season with chili powder to bring out the hearty flavor of barbecued meats.



4. Try curry powder to make unusual side-order for eggs . . . fish . . . or specialty hamburger garnished with chutney.



Strictly **IN**...

## A "Way Out" Party

By **Joseph J. Donoghue**  
Manager

**Losantiville Country Club**  
Cincinnati, Ohio

**T**HIS is the story of a "Beatnik Party" given by two of my members, Mr. and Mrs. Jules Waxman, for several hundred guests.

Like . . . it was a crazy little party, with the pad (Losantiville Country Club) decorated "way out," and menu and costumes for the occasion just as swingin'. Ground rules were given in the invitation. For one of these parties, man, the normal atmosphere of the club has to go for the evening.

### Teaser Invitation

The first invitation, a short teaser, alerted everyone to the day the party was scheduled. A second invitation, printed on a brown paper bag, created the mood. It read:

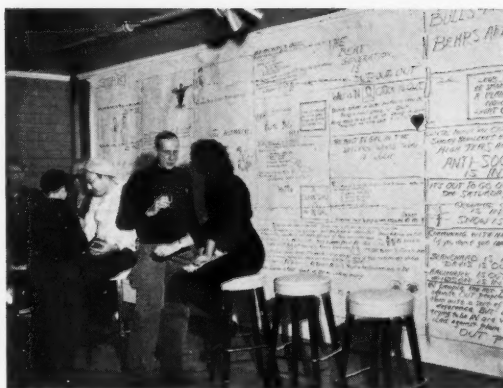
LOOK MAN! THE HOUSE OF WAX . . . man that is, the way way out Sue and Jule sez:

Off your pad lad, and grab your cool, cool cat and scat off to Losantiville Gashouse on Drumstick Eve—A real gasser exploding when the tick-tock hits 7:30—that's November 25 (1959 man). Blast off at 7:30 like we say, then to good heavens knows when . . . booze an' bread and all that jazz. Come way out Daddy-o—arrayed like a parade, the leather jacks 'n jeans, the bearded puss, dark dark windows and all the gone gone ginchy things. Nix the fix—wheel out to the utmost orbit and sail 'n sail 'n sail. Don't fail.

Pad: 3996 Beechwood Ave.

### Decorations With a "Punch"

When people enter the club to attend a party, I think the decorations at the entrance of the club should



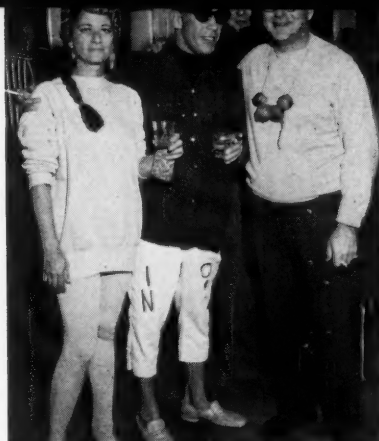
This "beatnik billboard," covering one section of the porch wall, was an "eye catcher" at the party, since names of the guests had been incorporated into the "beat" lingo and poetry used on it.

literally hit them hard between the eyes. First impressions are lasting.

For this party our entrance and the area immediately adjoining it looked like an alley, dimly lighted and noisy with the blaring of Peter Gunn recordings. Guests picked their way among garbage cans, filled to overflowing with bottles, cans and other debris and clotheslines holding an assortment of disreputable pieces of wearing apparel. At the end of the alley a brick wall (made with brick wallpaper) blocked the guests' path and created the feeling of a dead-end alley. Movie posters (obtained from Hollywood) of beatnik-type pictures were plastered on the wall for color and conversation.

Swinging doors in the wall allowed access to the remainder of our porch, which runs the length of the clubhouse. We removed all of the furniture from this area and set up an additional bar and our "hors d'oeuvre table" (more about this later). Any-

(Continued on page 46)



"Beat" hosts, Mr. and Mrs. Jules Waxman, left, and friends, John Blume and Richard Lauer, take time out from their swingin' little party to pose.



The menu was planned to carry out the atmosphere of the party with food in small garbage pails and tin cans. Guests sliced the Kentucky hams themselves. The menu included a wheel of bleu cheese with crackers, French fried shrimp, beef stew (ragout de boeuf Bordelaise), decorated and sliced turkeys, fruit platters, Bing cherry ring, artichoke hearts Hollandaise, green goddess salad, assorted relishes, olives and dill pickles (in crocks), pickled pigs feet (in original jars), fancy coffees with whipped cream and liqueurs.

**By Gilbert K. Carroll**  
 Director of Promotion  
 Jumping Brook Country Club  
 Neptune, New Jersey



Some of the members of Jumping Brook Country Club show the "make-up artistry" that was provided by the club for the Evening in Paris party. At the left of the page are examples of promotion pieces used to create interest in this party and in a Night in Acapulco event.

## Promotion Pieces Are Key to Member-Interest

THE problem of lack of attendance and cooperation in club affairs is often not one of apathy on the part of members, but on the contrary, is a problem stemming from a lack in arousing enthusiasm . . . that is, a failure to promote adequately club events.

This is the principle for action in Jumping Brook's management program. Its strength lies in the constant, lively line of communications between management and members.

"With the tensions and business pressures inherent in today's economy, relaxation is a prime need of every businessman," says Herman Perl, chairman of the board of directors of the club. "But these people are keenly aware of this need, so there is no real excuse for a lack of interest in club affairs."

Among club communications sent out is a weekly newsletter called the *Nineteenth Hole*, which goes out to each member, keeping him informed on every facet of club activity. New policies or rules are published in the *Nineteenth Hole* along with information on each club affair. Members will plan their social schedules well in advance if you just let them know what's coming.

Special dinner dances (held about once a month at Jumping Brook) are given a real build-up in order to keep interest high. Each one is planned around a specific theme. This year has seen a "Night in Paris" and a "Night in Acapulco." Attendance at both was in the best S.R.O. (standing room only) traditions of Broadway.

Why? First, each member received early notification via his copy of the *Nineteenth Hole*. Next, he received a special announcement prepared in keeping with the dinner's theme. Included on these announcements was the evening's menu so that the member could see what was in store for him.

Manager Ed Frank (whose background includes handling of the American Pavilion at the recent Brussels World's Fair) did special research and came up with a

(Continued on page 41)



# Club Uses Research Techniques Before Expansion

L. M. Boswell, Manager

Petroleum Club  
Tulsa

**D**EPENDABLE information concerning membership opinion was one of the prime essentials in the expansion plans under consideration by the future plans committee and by the board of directors of the Petroleum Club of Tulsa last year.

Growth of both membership and necessary facilities had been good during the eight years of its brief history, and the limits in space and accommodations had about been reached. Further growth indicated the advisability of a full-scale study, and careful planning, in any greater expansion.

It was thus the decision of the board and the committee to call in some qualified professional assistance, and this was done in late 1958, when the firm of Leslie Brooks & Associates, Tulsa, was appointed. It was most desirable that the consensus of the active membership be ascertained, catalogued, and analyzed, as to personal needs, desires and ideas in any expansion. To be considered were: extension of presently offered facilities; any additional features, or extension of activities; additional provision of recreational club functions, and their preference and descriptions of such; the practicability (and some idea of costs) of any additional area of activity or its availability to the membership, and their guests.

The question of location (assuming the present site was limited)—downtown, fringe or suburban; the type and nature of housing; ownership or

tenancy; the willingness of the members to extend their own commitments, and in what bracket—all were but a part of the list in the questionnaire prepared, pretested, modified and ultimately used as the "check-chart" for information by the consultants.

Our office was closely associated with this research study in the initial stages to assist, furnish lists and some pertinent information, and at last, to make our own evaluation of the information obtained, as beneficial to our own operations in the club's welfare. Thus the study and its answers were most helpful, a direct benefit as a means of further insight into the desires, needs, uses and preferences of our individual active membership in their use of the club.

In a broad statement, I personally feel that the over-all response was excellent. This indicated an active interest, and an awareness on the part of the most of our members, which we are perhaps often inclined to either take for granted affirmatively, or, to passively appraise as but casual tolerance at other times.

Finding out what the majority *did not want*, in their club and its activities, loomed as large on the horizon of our thinking and operation as the positive wants. This too we were able to learn, through a systematic and analytical presentation of the results of this survey.

The method was that of an "every-

member-canvass," spot-checking and interrogating was employed in only the preliminaries. The questionnaire, pretested in the community, as we mentioned, was handled by direct personal mail, with some "follow-up." It was substantiated by a significant number of personal interviews subsequent to receipt of the questionnaire, both before and after responses.

For our purposes the survey revealed rather completely:

1. Those favoring increase in membership number: Yes, 64 per cent; no, 26 per cent; no answer 10 per cent.

2. Willingness to increase dues for added facilities: Yes, 68 per cent; no, 13 per cent; no answer, 19 per cent.

3. Additional facilities suggested for club: Had suggestions, 59 per cent; no suggestions, 41 per cent. Percentages (of the 59 per cent) favoring such specified and classified suggested additions: Dining, 21 per cent; recreation, 10 per cent; health, 7 per cent; bar, 6 per cent; and other, 15 per cent.

4. Criticism of present facilities and activities: Adequate, 74 per cent; not adequate, 23 per cent; no answer, 3 per cent. Of the 74 per cent, though they felt that facilities were adequate, 27 per cent favored expansion.

(Continued on page 50)

• Do you know when you put a plate of food in front of a member what it is costing you? Do you know the cost of production before you start preparation? Do you know whether or not the individual productivity of your employees is dropping off even if over-all production is on the upswing? In this article, from last summer's short course for managers, Dr. Kotschevar emphasizes the need for knowledge of costs, tight controls.

# Ways to Keep Control . . . Close Control

- On Labor Costs
- On Food Costs
- On Quality Service

**By Lendal H. Kotschevar,  
Ph.D.**

**Kellogg Center  
Michigan State University  
East Lansing, Michigan**

**I**N the area of food service, it would appear that the club manager has two major problems: quality control of foods and cost control. Good control means a smoothly functioning, profitable business and, of course, the concept works in reverse.

In order to establish quality control, standards must be exact. In other words, you must know precisely what constitutes a good pie crust, what weight, marbling and color of fat to look for when meat comes in, how thick the gravy should be, how firm the jello, and what kind of flour to use for different food items. Obviously there is not time for you to check this every day, but you must be sure the person who does check knows exactly what you expect. And you should

spot-check often to be sure standards are being carried out. Times, temperatures and work methods should be carefully controlled.

You must know what your members want, use standardized recipes which give a known quality product of a known quantity and maintain good specifications for the products you accept. Recipes should be tested and tasted.

Processed foods are developing fast; they require shorter preparation time and less skill to prepare. Keep your mind open to these products; test them and analyze them. Make every possible use of labor-saving equipment such as vegetable cutters, automatic controls, timers on mixing machines, all of which are aids to control of cost as well as to more uniform quality.

However, a truly smart manager knows that in cost control he must watch other factors in addition to food costs. Labor cost is the big problem. Many operations report that cost of labor today exceeds the cost of food. Since labor cost has become so important, many managers feel we should not base selling prices on food costs alone but should consider the labor involved in producing the item. The final cost of serving a stew may be greater than that of serving steak because of the preparation involved in making the stew. The cost of labor involved in the production of vegetables and salads should be watched

carefully. Coleslaw is frequently not a cheap salad because of the time involved in shredding the cabbage and cleaning the machines after the work is done.

The preprocessed foods mentioned before can save you money. Could you make use of more items such as peeled potatoes, chopped greens, soup mixes, trimmed lettuce, sectioned grapefruit and oranges, pre-mixed rolls and cakes, instant puddings, precooked or partially frozen products, frozen fruits and vegetables, sliced cheese, heat n' eat products, brown n' serve? All these save labor time.

There is a need in some clubs to improve the control system. Often too much direct supervision is required and as soon as management steps out the door, something goes wrong. The fact that present controls are inadequate usually stems from two things. First, timing of the control may be poor. After something has happened it is too late.

Second, perhaps accounting information is being used as a control device itself, which it is not. Accounting is a necessary part of setting up good controls but its proper function should be recognized. The spot for good accounting information is when you are checking to see that conditions do not vary and that goals are reached. If you have the information, know what needs to be corrected, and do not set up a definite plan or just tell the



staff to remedy the situation, you will end up not correcting anything.

You must know a great deal about the business you are running, and that knowledge must be realistic and practical, not just theoretical. It must be obtained from actual conditions as they exist in your operation. Knowledge is power, it is said. Knowledge is also profit.

When you are establishing cost units for control, it usually is desirable to break down cost calculations to specific processing functions rather than to try to follow a complete cycle of production. Under such a system, costs of producing hashbrown potatoes would be broken down into food, labor, equipment and other costs. And then they should be divided further into functions of (1) peeling potatoes and putting them into storage, (2) steaming or boiling them and dicing them and (3) frying or baking. Calculating costs in this manner organizes and simplifies the task. In addition, this makes it possible to use the information interchangeably in making other cost calculations with the same basic item. Often preparation procedures are much the same up to a certain point. Thus, for finding the cost of au gratin potatoes, the first two steps could be omitted and only the cost of the third calculated. This method also serves effectively to point up areas where production costs are out of line.

The percentage cost of labor in food services has been increasing constantly and rapidly in the past few decades. Increased labor cost is not the entire problem, however. A more important factor than most managers realize is the decreasing productivity of labor. In some instances, it is hard to know that labor productivity is dropping because increased expenditures for labor-saving equipment and preprocessed foods have increased productivity on the whole and so the situation is not apparent. Though there is no over-all productivity drop, the club still may have lost money if it has not achieved the entire benefit that should have been reached with the labor-saving equipment.

How such a drop in productivity can increase labor costs can be illustrated by the following: Two bakers working in a mechanized unit are each paid \$15 a day; they produce a pie every 3.23 minutes. Suppose production drops to one pie every four worker minutes and all production drops in the same ratio. This is about a 24 per cent loss in production. To get the same number of pies produced a day now would require that each worker be on the job two hours

longer and receive more than \$3.50 more in pay each day. If the same employees asked for a pay raise of that amount, you'd laugh at them.

Yet there are some instances where production has dropped in such a manner and the manager goes along without a murmur. Several factors indicate this is an industry of low productivity. In most mass production industries, material cost far exceeds labor cost. In the food business, a product has about equal labor and material cost. We use machinery in the food service industry more for convenience than to replace labor skills and to increase productivity.

There are several reasons for the drop in productivity: a dwindling supply of skilled labor, a slowdown in working rate, high turnover in employees, the need to employ marginal workers at times, poor working conditions, failure to train employees properly and poor employee-management relations.

But there are also several ways to reduce labor costs. Plan jobs and work centers so that employees do not become fatigued either mentally or physically. If a person with a high IQ is given a job of sorting silverware, he becomes tired mentally and slows down. If he must work in an awkward position with his body out of alignment, then he will become tired physically.

Work centers should be planned with a comfortable working level for each employee. In an area where a employee stands and works with small

tools (for example, paring vegetables) the height of the work table should be about four inches below the worker's elbow. This permits him to stand and hold the arms naturally without having to lift or lower his arms more than absolutely necessary to do easy and accurate work.

Any economy of motion increases production. One-motion storage is valuable, arranged for the shortest possible distance between the point of storage and the point of use. Frequently it proves more economical to duplicate utensils at several stations than to have workers lose time looking for them.

If you are planning to have new kitchen equipment installed, either units hung from the ceiling or cantilevered from the wall (both of which are expensive) or else mobile units are the best. Portable refrigerated units are great time and work savers. Workers can set up salads and place them in cold carts with built-in refrigerated units, then wheel them to the dining room and forget them until serving time. The carts can be left on 24 hours a day.

In keeping a tight hold on all operations, you must be aware of the easily overlooked areas where the pennies slip by. And you have to watch carefully to see that standards are maintained. Close control isn't easy and it takes time. But that's the reason a club needs a manager. And it means the difference between an efficient, profitable club and one in which costs and quality vary each day.

## Golf Cart Regulations Used

**MEADOW LARK COUNTRY CLUB**, Great Falls, Montana, under the management of Arnold M. Rieder, has set up the following regulations for the use of electric and hand golf carts on the greens:

1. Carts should be kept at least 30 feet away from any green and at least five feet from any tee. At no time should they be parked on the tee box.

2. Carts must not be driven or hauled over bare or wet spots on the fairway.

3. The grounds committee or pro has full authority of saying whether carts may be used after any heavy wet spell.

4. The tournament committee has full authority of when carts may be used during tournament play.

5. A foursome on foot has the same privilege as a foursome in carts; that is, the cart players must not expect to go through the foot players.

6. No carts, other than those elec-

trically driven, shall be allowed on the course except by permission from the board of directors.

7. Carts shall not carry more golf bags than passengers.

8. All persons using the electric golf carts must satisfy the board of directors that they have liability insurance.

9. No carts (electric or hand) shall go into areas where "No Carts Allowed" signs are posted.

10. Carts shall follow orange-colored stakes which will be placed on the course from time to time.

11. Electric carts shall follow roads or travel in the rough wherever possible.

12. Electric or hand carts shall not be parked closer than 75 feet from the clubhouse.

Copies of these rules are mimeographed by the club and sent to members.



Ralph Lemon, manager of Kenwood Golf and Country Club, uses the phone in the front office. At his right is the sales register, typical of those used throughout the club to obtain control figures.



A close-up of the keyboard of the front office machine shows the department and transaction keys that automatically accumulate separate totals. Individual departments are balanced separately each night.

# How Mechanized Accounting Can Tighten Your Control System

**K**EEPING an accurate, tight controls system in operation at the club is a constant concern of management and Kenwood Golf and Country Club, located in a suburb of the nation's capital, is no exception. Recently Manager Ralph Lemon mechanized the controls in the club's transaction-accounting set-up to bring about a more efficient operation.

Under the previous system, things were pretty much at loose ends. But the new set-up has made it possible to handle the club's 2500 accounts with a minimum of strain and maximum efficiency. It keeps control tight and has been praised by the members for its convenience, accuracy and simplicity.

According to the club's comptroller and assistant treasurer, P. Donald Brimmer, this is the procedure:

A different color guest check is used for each department—bar, restaurant, snack bar, bowling, club fees, and one check for golf, swimming,

tennis and miscellaneous. These guest checks are the familiar punched card. The items are listed on the cash register, and the card is placed on the printing table of the register. As the sale is recorded, the amounts are imprinted next to the items on the card.

	FIR CASE SECTION	POLICE OFFICE	NON THUNDERBOLT	TOTAL
Ford Salvo	122.70	X	X	122.70
Insurance Salvo	7.80	X	F	7.80
Insurance Salvo (Wagon)		X	X	
San Ysidro Insurance	X	23.85	X	23.85
Tamale Insurance	X	7.20	X	7.20
Total Salvo (B)	2,045.00	30.00	X	2,075.00
Harvard Salvo Tax	27.99	X 20	10.50	38.49
Walkers Gratuity	27.00	X	X	27.00
Walking and Horse Rental	77.00	X	X	77.00
Golf Pass	X	6.00	X	6.00
Tumble Pass	X	42.50	X	42.50
Arts Pass	X	20.20	X	20.20
Maps - Denver Pass	X	X	X	
Telephone	X	6.00	X	6.00
Luggage	X	X	X	
Construction Rep'd	X	---	X	---
Bar Salvo	X	---	X	---
Room Rentals	X	X	231.5	302.05
Other Room Rentals	X			
Total (A)	2,062.99	30.00	330.00	2,423.00
Donk	10.25	10.25	X	50.00
Chorizo	2,000.00	3.00	20.00	3,000.00
Total-Mark, agree with B	2,000.00	0.00	3.00	3,000.00
Donk Salvo	1,000.00	20.00	X	1,000.00
Tumble Salvo	0.00	7.00	X	0.00
Total-Mark, agree with B	2,000.00	3.00	X	2,000.00
Donk Overhead	7.00	Donk Salvo, no above	X	0.00
Donk of Barlowe	0.00	Donk Salvo, no above	X	0.00
Donk Bar - Bowling	0.00	Donk Salvo, no above	X	0.00
Donk Bar - Pool	0.00	Donk Salvo, no above	X	0.00
X Map	X	Donk Salvo, no above	X	0.00
Map Salvo - Donk		Donk Salvo, no above	X	0.00
Pool Salvo - Donk		Donk Salvo, no above	X	0.00

Inter-department daily balance sheet

The card is totaled, and the member signs the card at the bottom.

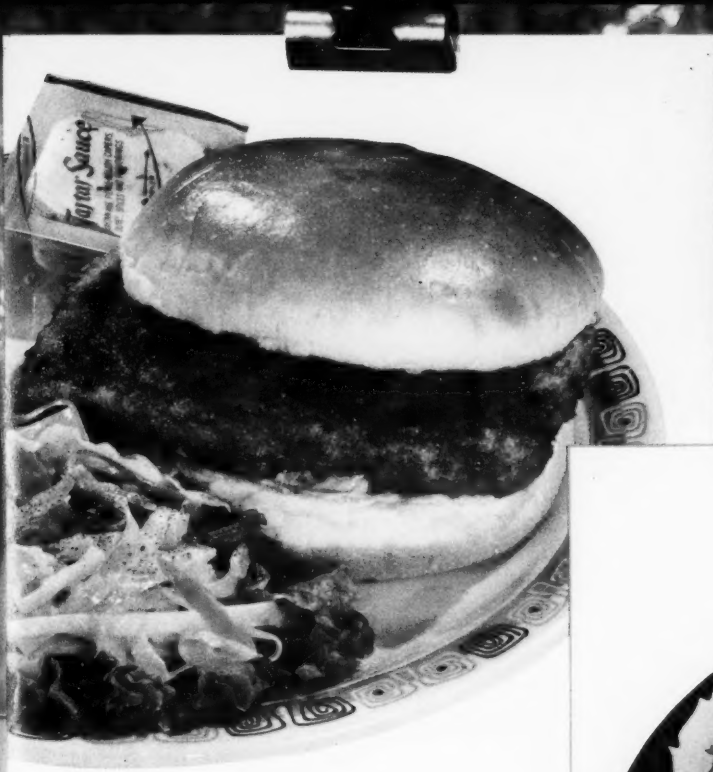
Guest checks are reconciled against the cash register totals at midnight each day. The cards are punched the next day. Included in information punched into the card is the date, the department, general ledger number, sale number, amount, member number and total amount. The cards then are filed by date.

At the end of the month, the cards are sorted by membership number. At this stage, each member will have several cards under his number, according to the amount of his activity in the month. Then, the club runs a tab sheet, and summary punches the member's monthly total into another card—the master for the month. Duplicate statements then are made, and the original is mailed at the end of the month.

If the account is not paid by the tenth, the duplicate statement is sent. Payments are posted as they are received. Credit automatically is suspended if payment is not received by the 25th.

### Departmental Control

Kenwood uses sales registers in the front office, bowling alley, snack bar, kitchen, men's bar, grill and cocktail



**For Fast or Feast:** Almost any time proves to be a good time to offer patrons a fish sandwich. Here's one they'll enjoy. It could be a profitable addition to your daily selections. Fry it to golden-crusted crispness with Kraft's Red Label Shortening.

## Sales-ward bound DEEP-FRIED "SPECIALS"

Like to increase the recovery rate of your fry kettles? Profit recovery, that is. Introduce french-fried items that are new to your customers. Naturally, these newcomers will give you a better mark-up than your more competitively priced "menu regulars." Try these two recipes . . . and ask your Kraft man for others.

**Red Label Day**—When you fill your fry kettle for the first time with Kraft Red Label, you're set for perfect frying. Foods emerge with the golden glow and crisp fine flavor that customers really like. Complete satisfaction is assured because Kraft Red Label Shortening is ultra-refined. Made from hydrogenated vegetable oils, it vigorously resists foaming and gumming. Very high smoke point and low fat absorption mean longer life, greater economy and consistently superior fried foods.

### Cheese Scallops

Amount per serving: 9 scallops

#### INGREDIENTS

24 SERVINGS

- |                                      |             |
|--------------------------------------|-------------|
| 1. Egg whites                        | 24 (20 oz.) |
| Kraft Sharp Cheddar Cheese, shredded | 6 lbs.      |
| Dry bread crumbs                     | 3 cups      |
| Worcestershire sauce                 | 1/4 cup     |
| 2. Kraft Red Label Shortening        |             |
| Kraft PC Ketchup (1/2-oz. portions)  | 24          |

Beat egg whites until stiff but not dry. Fold in the remaining ingredients and mix until well blended.

- Roll level tablespoons of the mixture into balls and deep-fry in shortening, 325°, for 3 minutes. Drain. Serve with Kraft PC Ketchup.



**Ahoy . . . Cheese Scallops:** No seagoing experience needed to prepare these prairie scallops. They're made with a good sharp cheddar—Kraft's Elkhorn—and a few simple ingredients. Pop 'em in the fat for 3 minutes. Customers say: delicious! See recipe above.







## make-up menus that mark-up well

with Kraft Pickles and Olives

To increase customer satisfaction and volume, clever menu planners employ color, taste and texture contrasts.

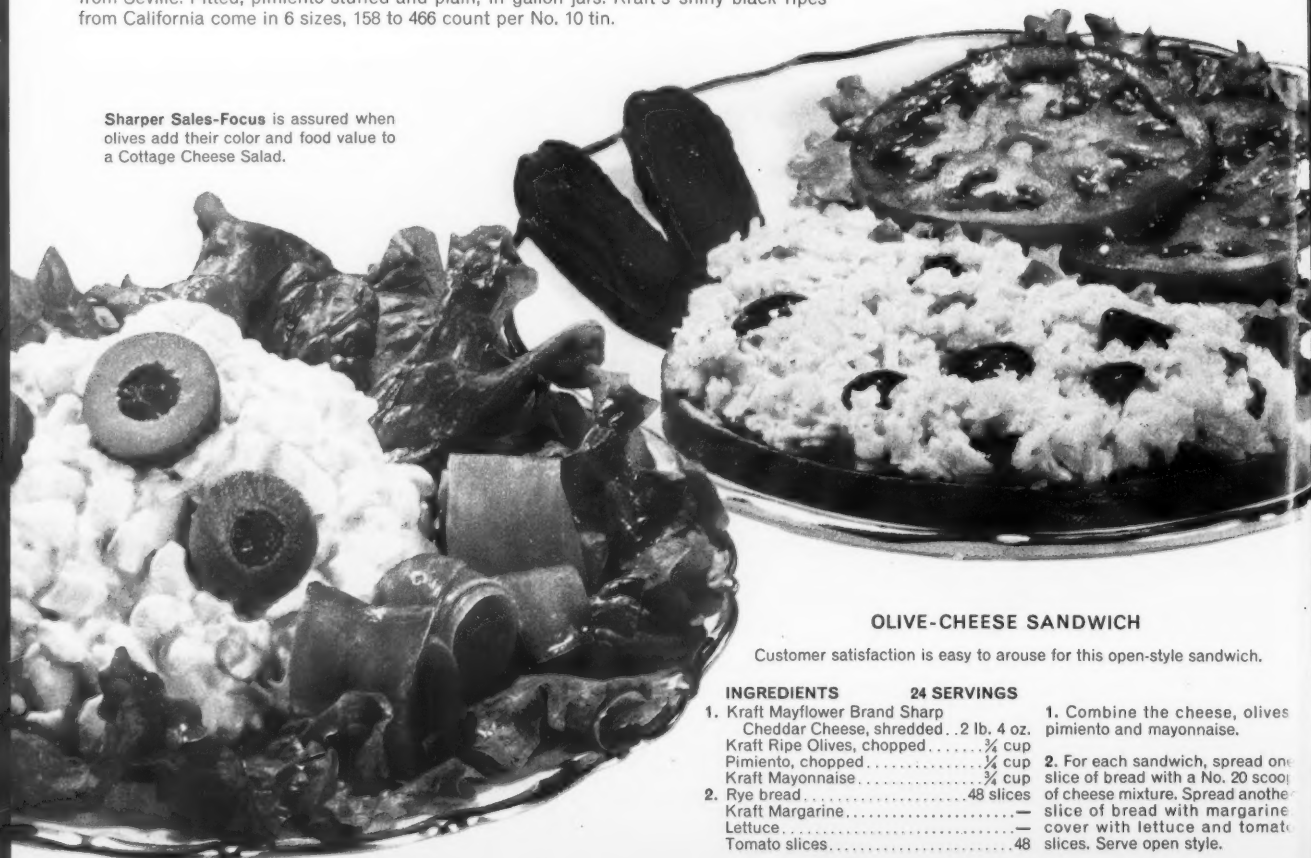
Kraft's glistening green or ripe olives, and crisp, tasty pickles, are great for this purpose. They add glamor accent to an entree . . . give salads and sandwich plates a worth-much-more look.

Get the fullest sales-advantage from pickles and olives by serving Kraft's. They say *food quality*—on the menu and in the dish. Kraft's fine olives and pickles—used as garnish or ingredient—give you the leeway you need for more profitable menu pricing.

Carefully graded and sized, Kraft Pickles are available in sweets, sours, dills, fresh-pack and processed; whole, spears, halves, slices, cross-cuts, relish. Varieties selected for juiciness, taste, thin skins and firm texture. Gallon jars, No. 10 tins.

**Pick of the crop**, Kraft's meaty, fine-flavored green olives are prime-quality imports from Seville. Pitted, pimiento stuffed and plain, in gallon jars. Kraft's shiny black ripens from California come in 6 sizes, 158 to 466 count per No. 10 tin.

**Sharper Sales-Focus** is assured when olives add their color and food value to a Cottage Cheese Salad.



### OLIVE-CHEESE SANDWICH

Customer satisfaction is easy to arouse for this open-style sandwich.

#### INGREDIENTS 24 SERVINGS

- |   |  |
|---|--|
| 1. Kraft Mayflower Brand Sharp Cheddar Cheese, shredded . . . 2 lb. 4 oz. | 1. Combine the cheese, olives pimiento and mayonnaise.   |
| Kraft Ripe Olives, chopped . . . 3/4 cup                                  |  |
| Pimiento, chopped . . . 1/4 cup   |  |
| Kraft Mayonnaise . . . 3/4 cup  |  |
| 2. Rye bread . . . 48 slices  | 2. For each sandwich, spread one slice of bread with a No. 20 scoop of cheese mixture. Spread another slice of bread with margarine. |
| Kraft Margarine . . . —   |  |
| Lettuce . . . —   | cover with lettuce and tomato slices. Serve open style.  |
| Tomato slices . . . 48  |  |



lounge, in addition to having a portable model for use outdoors or in upstairs meeting rooms. All departments follow the same policies and are similar in operation. The front office, for example, handles received-on-account, cash, charge and paid-out transactions. All of these transactions are imprinted on the proper punched card, and the totals are locked in the machine under the proper department.

Departments handled by the front office machine include: non-taxable sundries, taxable sundries, golf guest fees, swimming guest fees, tennis guest fees and miscellaneous. There is a separate key on the register for each of these departments.

A change fund of a set amount is kept aside for those registers handling cash; this fund is kept in the front office overnight.

Machines in other departments are similar, with appropriate keys. Some have a "service charge" key, and some are not set up to handle cash transactions. Some have "total" and "group total"; some have "tax." Only the front office register can handle received-on-account and paid-out transactions. The kitchen food checker machine has a special key for employees' meals.

#### Balancing

At the end of the day, an "audit of register" form is used. This form is placed on the printing table of each register at the beginning of the day, and each total is cleared. The machine prints the totals on the back of the form. Printing the totals at the beginning of the day insures that the machine is clear. When the register is balanced, the form is again placed on the printing table, and readings are taken once more. Totals on this register form, used by all departments, go to a "recapitulation sheet," which breaks down all sales.

Other forms used under the system include a room summary (a special report of one particular sales register), a front office cashier's report (breaking down the day's activity in the front office), a room value report (showing which rooms are occupied, number of guests and rate), and a waiter's gratuity work sheet. The latter shows the amount of each tip, the total tips, a six per cent house deduction and the net total. The six per cent deduction goes into a special employees' fund.

The club also uses a general breakdown sheet listing all sales, fees, commissions, taxes, tips, rentals, cash and charge, rooms occupied, number of bowlers, etc. These are broken down

(Continued on page 33)



# BEEFEATER BEEFEATER

the imported  
English Gin that  
outsells all  
others combined

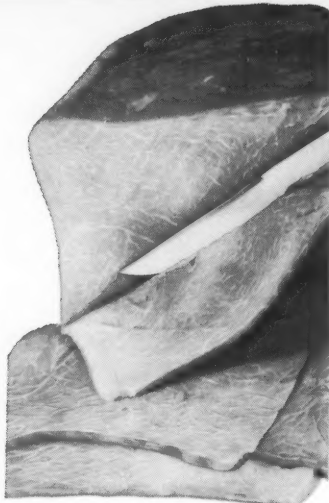


Beefeater—symbol of  
integrity in British tradition  
and in the finest English Gin  
... unequalled since 1820

**BURROUGH'S  
BEEFEATER GIN**

Imported by KOBRAND CORPORATION, New York 1, N. Y. 94 Proof, Distilled from Grain

Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1960



## Finest Quality Ham Available Anywhere!

89.7% center-cut slices, uniform from end to end, means more premium yield per pound. Extreme leanness, fine texture and outstanding flavor means eye-appeal, buy-appeal and customer satisfaction. And competitive pricing means more profit for you. See for yourself. Call your local broker or contact us today!



Exact weights from 8 to 13 lbs.  
Oblong, Pullman, Pearshaped.

# BAUER IMPORTED HAM

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52 Broadway, New York 4, N. Y. WH 3-1366

## Denver Beckons in 1961 As Conference Plans Take Shape

By **Horace G. Duncan**

General Chairman  
1961 CMAA Conference

THE wheels are starting to turn in the Mile High City on plans that will swing you (that's a direct invitation!) and managers from all over the country into Colorado's capital January 24, 1961.

On April 30 and May 1, officers of CMAA, members of the Club Manager's Institute and committee chairmen for the conference from Mile High Chapter met at the Hilton Hotel in Denver, headquarters for the conference. And they came up with some fine ideas to educate and entertain you at what we believe will be an exceptional conference.

CMI promises an outstanding session of seminars, and as the conference unfolds, you will be interested to note a little rescheduling has been done, which should please everyone.

When most of the board members arrived, they landed in the midst of a snowstorm. We were eager to point out that in Denver, it snows in April rather than in January. After eight inches of "white rain" Saturday, Sunday turned up a pleasant, warm, sunny day. The snow soon melted, and the flatlanders marveled at the beauty of snow-capped mountains and the

warmth of Denver basking in the spring sun.

The group talked about many things, including the scheduling of seminars, the social functions, activities for women, a side trip to the Broadmoor Hotel in Colorado Springs, housing accommodations at the new, luxurious Hilton Hotel, entertainment possibilities for the evening parties and the general flavor of the conference.

We hope we can develop a conference for you that will be long remembered. The city will be yours, and we will do everything we can to make you feel welcome.

Here are a few pointers about Denver to send your thoughts drifting our way: Bright sunshine and clear dry air are the magic ingredients that have made your host city's climate famous. The humidity is the lowest of America's 30 largest cities. There is rarely an extended spell of extreme heat or cold. Winters are mild and bright with sunshine. Our city is a mile high. It's America's youngest major city, the second capital of the nation. And it's a wonderful place to live, work—and attend a conference. See you in January!

Attending a meeting to start the wheels spinning for the 1961 CMAA conference in Denver were, standing, left to right: Charles Bishop, Columbine Country Club, Denver; Finn Petersen, Petroleum Club, Denver; Mark Toray, Town Club, Denver; Howard Mehlman, Denver Country Club; Harry J. Gray, Edgeworth Club, Sewickley, Pa.; Henry Barbour, Houston Club; Laurice Hall, Pinehurst Country Club, Denver; and Edward Lyon, executive secretary of CMAA. Seated are: Edward M. Grenard, University Club, Detroit; Frank Case, Denver Club; James M. Conway, Denver Athletic Club; Horace G. Duncan, Cherry Hills Country Club, Denver, general chairman for the conference; Kenneth Meisnest, Washington Athletic Club, Seattle, CMAA president; John T. Brennan, Birmingham (Mich.) Country Club, CMAA vice president; and John W. Bennett, San Francisco Commercial Club, CMAA secretary-treasurer.



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Schlitz added to the total

Food for thought: the nickels and dimes of  
pure profit you make on each Schlitz sale  
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Recommend it as an enjoyable beverage be-  
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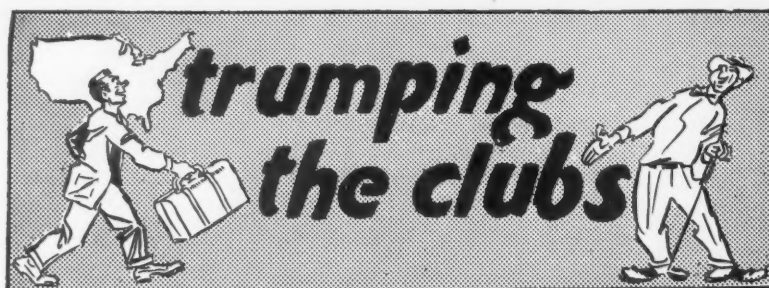


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Ray F. Garrett

**Ray F. Garrett** assumed management of the Florence (S. C.) Country Club April 1, succeeding John F. Orr, who resigned after eight years at the club to enter the motel and restaurant business for himself in Myrtle Beach, S. C. Mr. Garrett formerly was manager of Statesville (N. C.) Country Club for three and a half years.

Florence Country Club has a \$300,000 program underway to renovate and add to the clubhouse. A new ballroom with built-in bandstand and terrazzo floor to accommodate 500 members, a bar, locker rooms, powder room, offices, kitchen and dining area will be part of the construction. The present ballroom is to be converted into a lounge and reception room; the men's locker room will become a teenage room. The club's grand opening is scheduled for September.



**Jack O'Neil**, Edgewood Valley Country Club, LaGrange, Ill., this year rings up his second participation in a golden anniversary at a club. In 1956 he was manager at the University Club, Hartford, Conn., when it celebrated its 50th, and this year is the golden year at Edgewood Valley.

Mr. O'Neil sent a copy of the club's yearbook, which has a striking gold cover overprinted in green and contains a complete membership roster and log of club events.

**Ted Bovard, Jr.**, formerly manager of the Rock Hill (S. C.) Country Club, was named manager of Statesville (N. C.) Country Club, taking over management of the club the first part of April. Mr. Bovard succeeds Ray F. Garrett, who has become manager of the Florence (S. C.) Country Club.



A "Week of Weeks" celebration heralding the opening of the new Meadowbrook Country Club, Ballwin, Mo., opened April 30 with an imperial buffet supper featuring Tex Beneke and his Glenn Miller orchestra. David Gordon is manager and Dewey Kenon is assistant manager.

Other events during the week included a family day with a magic show for children, husband and wife twilight golf tournament and western buffet, ladies' luncheon and fashion show, card night, festival party and a teen-agers night featuring Jack Carney, WIL radio, St. Louis, as master of ceremonies.

The new clubhouse follows by 30 months the destruction by fire of the old quarters at Overland, Mo.



The Terrace Room of the St. Petersburg (Fla.) Yacht Club is one of the club's most popular private dining areas, and in order to facilitate service, Manager Earl Sasser designed a permanent buffet table which was installed at the entrance of the room. Here Manager Sasser is shown with the table which was built by Leitner Equipment Co. The table is refrigerated and contains areas for storage of condiments, ice, butter, etc. It is designed to take salad trays from the pantry box so salads may be stored for future service. Lowerators are used for storage of glasses and coffee cups. The table is built of stainless steel, with Formica top.

CLUB MANAGEMENT: JUNE, 1960



Jack Kane

**Jack Kane**, formerly manager for five years of Clayton (Mo.) Elks Club, has accepted a position as manager of Sunset Hills Country Club, St. Louis.

A graduate of Xavier University, Cincinnati, Mr. Kane was long-time operator of one of St. Louis' supper clubs and prior to entering the club field was manager of the St. Louis office of United Artists Corp. He is president of the St. Louis Chapter of CMAA.

Mr. Kane and his wife, Eleanor, have two girls.



**Robert Corby** has been appointed manager of the Clayton (Mo.) Elks Club, succeeding Jack Kane, who accepted a position at Sunset Hills Country Club, St. Louis.

Mr. Corby has been Mr. Kane's assistant for the past three years and formerly was with the Candle Lite Restaurant in St. Louis. He is 39, married and the father of four children.



**Ray Karr** has resigned as manager of Westborough Country Club, St. Louis, to take over management of a new Holiday Inn in Tallahassee, Fla.



The 96th meeting of the Kansas City (Mo.) branch of the Wine and Food Society of London, England, was held April 24 at the Kansas City Club with H. J. Fawcett, manager, past president of CMAA and author of *The Management of Clubs*, as host.

The club served brunch and provided tickets and transportation to a Kansas City Athletics baseball game for about 700 in attendance at the event.



Only 2 or 3 of the freshly  
formed leaves from the tip  
of the twig are choice  
enough for export to Sexton

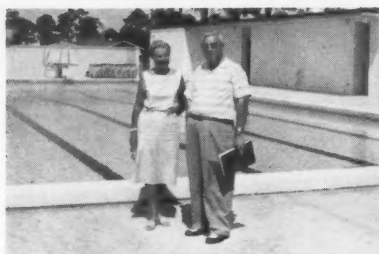
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Luxury Darjeeling, for hot tea, is a uniquely delicate and  
satisfying blend. Sexton's special iced tea blend is  
full bodied in flavor, sparkling clear. Both will bring  
high praise to your menu.



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Manager and Mrs. "Doc" Perkins are shown standing in front of the new \$100,000 swimming pool at the Bradenton (Fla.) Country Club. The pool was opened Friday, April 22, with a special party for the club's 400 members. Mr. Perkins reports that the pool is the result of plans made last year at which time the membership was increased in order to provide funds for club improvements. Other improvements include air conditioning, which is being installed at the present time, and extensive remodeling, which will be made in the future.

**James Diamond**, Ridgewood Country Club, Danbury, Conn., has incorporated a clever idea into the club's yearly calendar of social and golf events by giving credit to his service supervisors, along with officers and directors of the club.

A "Playboy Party" was to be featured on Saturday preceding Memorial Day at the club, and a holiday buffet held on Memorial Day.



**The Decatur (Ill.) Club**, where Robert Guynn, CMAA director, is manager, completed a \$130,000 refurbishing program, with open house festivities held May 5-8 at the club.

Air-conditioning was installed, and an all-purpose dining room, the Flintridge Room, a balcony off the ballroom, and a long stairway leading down to the ballroom floor were added. Decor of the Flintridge room is in off-white and blue, and the mezzanine dining room is in tones of yellow, orange and green. Sliding glass doors open from the dining room to the ballroom.

Festivities included an open house buffet, reception and tour, a spring brunch and fashion show for women, a men's night and formal grand ball. Plans are to increase club membership 100.



**Fire recently damaged the office of Manager Roy J. Shields of Annapolis (Md.) Country Club.** The fire was confined mainly to that area of the club.



H. C. Lauritsen

**H. C. Lauritsen** became manager of the Bird Key Yacht Club, Sarasota, Fla., the first of this month. For the past 15 years, Mr. Lauritsen has been manager of the Pennington Club, Passaic, N. J.



**John W. Coons** has succeeded Eugene N. Mullican as manager of the Columbia (Mo.) Country Club.

Mr. Coons, who was manager of a club in Enid, Okla., for the past year and a half, assumed duties of the Columbia club the middle of May.



**Eugene N. Mullican** became manager of the Muskogee (Okla.) Country Club May 16. He formerly was manager of the Columbia (Mo.) Country Club.



## Louisville Club Bartender Wins Competition



Preparing the original prize cocktail, which won him the "Bar Master" diploma in the fourth annual National Mixed Drink Competition, sponsored by Brown-Forman Distillers Corp., is Melvin DeLonjay, bartender, Richmond Boat Club, Louisville. Watching in anticipation are, from left: Harry Pitzer, salesman for Vertner Smith Co.; Hal Steers, Kentucky sales manager for Brown-Forman; and Bill Gartner, manager of the club. The prize-winning drink, made with Early Times Kentucky bourbon and BOLS cherry liqueur, is called the "Rouge Cocktail." It won Mr. DeLonjay lifetime membership in the American Society of Bar Masters, plus a set of specially inscribed glasses, when it copped a prize in the competition.



Waterford offers the finest in stemware—sherbet, cocktail, wine, cordial, goblet.

# *Waterford, by Libbey*

## *Fine Stemware with exceptional beauty*

"Handsome" is the word for Libbey's new Waterford stemware. The exquisite shape and exceptional beauty of this fine glassware adapts gracefully to either contemporary or traditional table settings. Waterford spells elegance to the eye, richness to the hand.

Beautiful—yet durable—every sparkling piece of Waterford stemware is backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

Make the first impression your customers receive, an exciting and *lasting*

impression, by setting your tables with Waterford, *the last word in elegance!*

For complete information on this and other fine Libbey stemware, see your Libbey Supply Dealer or you can write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

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### CATALINA TUNA-ORANGE SALAD (makes 12 servings)

Here's the best of the West in a main or side salad dish. Fresh Sunkist Oranges give that added Gourmet Touch ... naturally. With chicken, ham or shrimp, this salad does quadruple duty as an entree.

- |   |                                 |
|---|---------------------------------|
| 4 cans tuna (6 ½ ounce)                           | 1 teaspoon salt                 |
| 2 cups celery, diced                              | ½ cup onion, chopped fine       |
| 1 cup green pepper, slivered                      | ¼ cup fresh Sunkist Lemon Juice |
| 6 cups Sunkist Oranges, cut bite-size (12 medium) | ½ cup parsley, minced fine      |
| ½ teaspoon pepper                                 | mayonnaise                      |

Toss all ingredients together lightly with mayonnaise. Serve on greens with Sunkist Lemon quarters.

Fresh citrus adds life to any menu—flavor, color, tang. Customers like it, are willing to pay for it.



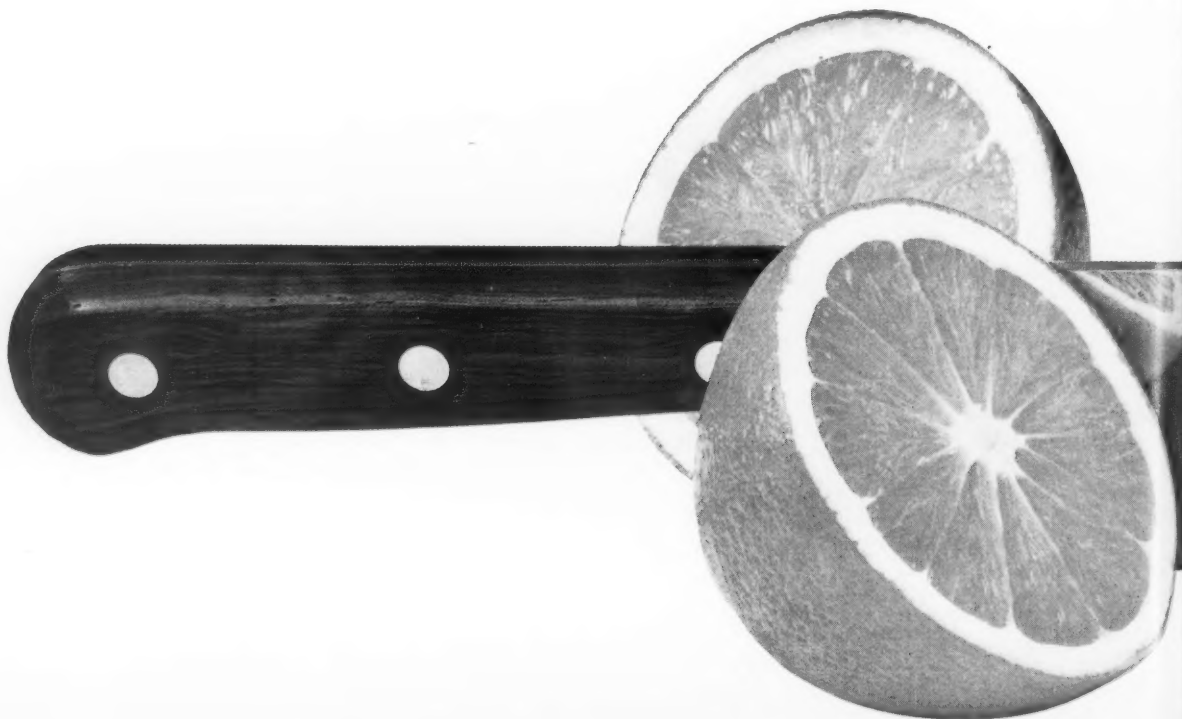
### SUNKIST ORANGE SALAD PLATE (makes 10-12 servings)

Easy to prepare . . . profitable to serve . . . a perfect plate lunch for calorie-conscious women and men customers. And fresh Sunkist Oranges supply 50 known health values.

- |   |  |
|---|--|
| 6 cups Sunkist Oranges, cut bite-size (12 medium) | 1 cup diced celery                     |
| 1 cup ripe olives, sliced or halved               | ½ cup little green onions, sliced thin |
|   | mayonnaise                             |

Toss all together lightly. Moisten with mayonnaise. Serve on lettuce leaf with ham and cheese slices and hot corn bread or roll. Makes ¾ cup for each serving.

Nothing adds the Gourmet Touch like fresh-squeezed orange juice. For juicing or eating, serve Sunkist, the uniform high-quality oranges from California-Arizona.







### NEW FLAVOR IDEA!

Compliment customers. Let them season to taste with fresh lemon. It adds *the fresh taste* to vegetables, especially canned and frozen. For fine table-quality lemons... the plump, juicy ones... always buy lemons with the Sunkist name right on the skin!



### LEMON BUTTER AND STEAK

T-bone, New York, filet... lemon butter with steak really says Gourmet on your menu. Adopt it as one of your "specialties of the house" and keep customers coming back for more.

in a slice  
and a squeeze  
Sunkist helps  
you please  
customers with...

# THE GOURMET TOUCH



### FOR SOUPS THAT SPARKLE...

Add the fresh lemon taste to tomato, bean and other soups. Simply serve a lemon quarter on the side... or float an eye-catching lemon slice right in the bowl. Remember, the *fresh* lemon flavor cannot be copied.

Wonderful new kitchen tool!

## Sunkist

Handy **LEMON JUICER**



**ONLY \$1.50**

including tax and shipping cost

Fast and easy. Gets all the juice, but none of the seeds. Simplifies squeezing for large scale flavoring in the kitchen. High-quality cast aluminum. Easy to clean. Squeezes any size lemon.

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# Paul Revere had the words for it!



"The Red Coats are coming!" Yes, and the gold coats, too, and the striped vests and novelty aprons . . . they make men-of-the-minute of your waiters, busboys, bartenders, maitre-d's . . . yes, even your cooks!

They're all part of Angelica's new line—a new fashion concept in men's and women's washable uniforms . . . brilliant new colors . . . new fabrics! Featuring many Wash 'n Wear styles, Angelica's uniforms give you a broader horizon of choice . . . new money saving opportunities . . . a chance to "style up" your whole operation and attract more business.

Your Angelica representative is a trained uniform consultant. He'll be glad to help you work out your uniform program to provide the most for your money. Send for him today!



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### NEW 1960 CATALOG

52 pages of vital uniform information in full, vivid colors. Write your nearest Angelica office today.

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General Manager Joe E. Bowen, Sand Point Country Club, Seattle, left, welcomes two couples who arrived by "air coach" on the lawn of the club to attend a fraternity dinner-dance April 16. The two University of Washington men decided to give their dates deluxe transportation and hopped a helicopter. There were enthusiastic greetings from 50 other couples attending the dance, sponsored by Chi Psi Fraternity, as the four, from left—Gary Nelson, Karen Baker, Pat Pewters and Ed Finn—arrived. Standing next to Manager Bowen is Lloyd W. Tracy, pilot of the helicopter.



Rodgers Heiss has resigned as manager of Sunset Country Club, St. Louis, but has not announced future plans.



A Chicago newspaper report (run as an item in the May issue of CM) that three Negroes were purchasing Southmoor Country Club, Chicago, was incorrect. The club has been sold to William E. "Bill" O'Connor, Chicago amateur golfer, and Attorney George D. Sullivan. It will continue to be run as a public course, specializing in private tournaments. CLUB MANAGEMENT sincerely regrets publishing the erroneous report.



Laurie Peters of the current Broadway hit, "The Sound of Music," was crowned "Reinhol May Wine Queen of 1960" at a special ceremony highlighting the annual Vintage Wines, Inc. promotion of Reinhol May wines. At the ceremony, held recently at the Barbizon-Plaza Hotel, New York City, were, from left to right: Donald Blauvelt, head of the New York City Convention Bureau; Raymond Herbert, manager of the Commissioned Officers Mess, Brooklyn Navy Yard; Miss Peters; Commander James Kennedy, Brooklyn Navy Yard; and James F. McKeon, manager of the Dartmouth College Club, New York City.



**Capt. Hugh J. King** recently became manager of Moose Lodge, West Point, Ga., a 400-member club, after 15 years in the food and club field as an army officer. Capt. King has been manager of the Fort Shafter Officers Mess, Hawaii; Fort Knox (Ky.) Officers Club; the Elks Club, Huntsville, Ala.; and operations officer for 32 hotels in Tokyo, Japan.



**Earle R. Mason**, who just had been appointed assistant manager of the Town and Country Club, Lockport, N. Y., died April 27 as he and his wife, Aileen, were moving into their new apartment.

The Masons had left their Fort Lauderdale, Fla., home a week before, and Mr. Mason was to begin work at the Town and Country Club April 28. Burial was in Lutheran Limestone Cemetery, Jersey Shore, Pa.



**Mrs. Eleanor "Ellie" Swanner**, former manager of Briarcrest Country Club, Bryan, Tex., was guest of honor at a recent cocktail party given by the membership of the club. Mrs. Swanner is leaving the club to become assistant manager of Lakeside Country Club, Houston.

Harry Dishman, president of Briarcrest, presented a Sterling silver desk address finder and a set of Samsonite luggage as gifts to Mrs. Swanner. She has been manager of the club since its opening four years ago.



**The Metropolitan Club Managers Assn.** held its 1960 spring golf tournament May 16 at Hempstead (N. Y.) Golf Club. Steven F. Yurasits was host-manager for the event. A low gross prize and low net prize were awarded in each of the following groups: Metropolitan Club Managers, Partridge Club, the host club, and guests of Metropolitan Club Managers.



**The Capital City Country Club**, Tallahassee, Fla., will be sporting a new 18-hole golf course by June 15 at no expense to the club itself. The renovation was financed through interest-bearing bonds, which are being repaid by voluntary contributions of the golfing members and excess greens fees. The course was increased from the original nine holes to 18 in the Thirties but for the past several years has been plagued with a serious greens problem. A \$325,000 clubhouse also was constructed recently.

**The new \$3 million Pinehurst Country Club** in Denver is scheduled to open August 1, Laurice T. "Bud" Hall, general manager, has announced.

The club, which has a current membership of 1460, will have a 27-hole golf course, swimming pool and tennis courts, in addition to a million-dollar clubhouse. Ballroom area of the club will accommodate 600 members and dining facilities are planned to handle 1000.

The 18-hole championship main course (6885 yards long) and adjoining nine-hole layout will be dotted with 65 sand traps. Golf pro will be Don January.

**Willis Garwood**, manager of Toledo (Ohio) Club, recently honored 43 employees of his club with service pins representing over 500 years' experience at the club. Years of service of employees receiving the awards ranged from five to 40.



**Marshall H. Holtz, Jr.**, accepted an appointment as manager of Plainfield (N. J.) Country Club, taking over management May 1. Mr. Holtz formerly was manager of Maplewood (N. J.) Country Club.

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*Act-O-Matic®*

**SHOWER HEAD**



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**Get this Shower Head for your personal use... prove to yourself that it's best for your members!**

**Nothing** we could say about the SLOAN Shower Head could be as convincing as its use in your own shower—that's why we're making this special, limited-time offer . . .

Our *Act-O-Matic* Shower Head delivers a cone-within-cone spray that never varies—it is self-cleaning, so it never clogs up nor sprays wildly. It saves water, fuel and service time. And an *Act-O-Matic* shower is one of those all-important niceties that everyone appreciates. For your trial *Act-O-Matic*, just write us on your letterhead and enclose a check for \$2.75. If our shower head does not satisfy you completely, return it and we will refund your money. (Sorry, only one head available on this exceptional sample offer. Additional *Act-O-Matics* are regularly supplied through your plumbing contractor.) Order your sample now.

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**A. J. Edmundson**, a former manager of South Shore Country Club, Chicago, was appointed vice president and general manager of the new Mayfair House, Birmingham, Ala. The Mayfair House has been converted from the Redmont Hotel in that city.

A graduate of the University of North Carolina, Mr. Edmundson has been in the club field since 1927.



**Louis Kerekes** has been named general manager of Fort Schuyler Club, Utica, N. Y., succeeding Francis

Jones, who is retiring the first of this month.

Mr. Kerekes formerly was associated with the Metropolitan Club, New York City, for ten years; the Long Shore Country Club, Westport, Conn.; and the Wellington Hotel and Manufacturers and Bankers Club, Philadelphia.



**William C. "Bill" Shepherd**, formerly assistant manager of Colonial Country Club, Fort Worth, has assumed management of Riverlake Country Club, Dallas.

Mr. Shepherd also has been associ-

ated with the Town Club, Fort Worth, and the Stephen F. Austin Hotel and Holiday Inn, Austin, Tex. He succeeds Ray Manning in the Riverlake post.



**Ground is scheduled to be broken** the first of this month for the new Tamarask Country Club, Washington, D. C., with plans for completion in early summer of 1961.

The multimillion-dollar club will include facilities of an indoor pool, bowling alleys, a large dance floor and a 36-hole golf course. Work on the clubhouse and pool is to begin the first of November, and the golf course is planned to open for play in the fall of 1961.



**Mr. and Mrs. Bill Houston**, who have managed the Iola (Kan.) Country Club since the fall of this year, have resigned effective July 1. The Houstons are retiring to devote more time to their farm.



**Chris Ming** has been named manager of Osage Hills Country Club, Sand Springs, Oklahoma. Mr. Ming, who has been in the club field for several years, spent three years as manager of the Variety Club, Houston, and before that was in charge of clubs at Maxwell, Scott, Bolling and McClellan Air Force bases. A veteran of show business, he, at one time, worked with the Amos and Andy team.



**The new Summit Club**, Memphis, is scheduled to open this month, with Robert Harper as manager.

The club, which will occupy the 28th floor of a downtown Memphis building, will have a spectacular view of three states from the club rooms' 27 picture windows. Facilities will include private dining rooms and card rooms. Late magazines and out-of-town newspapers will be available to keep members abreast of business developments, and a Dow Jones news ticker will bring in split-second stock and commodity quotations.

Mr. Harper formerly was associated with the "Top of the Six's," New York City, and is a graduate of Michigan State school of hotel and restaurant management.

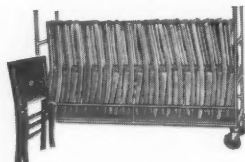


**Don J. Daley**, general manager of the hotel and club division of Jack Wrather Investment, Inc., has been named general manager also of Balboa Bay Club. Mr. Daley succeeds Wayne Ferrell.

**Howdy Means**, formerly manager of



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Rastetter chairs fold flat, transport easily on Rastetter Chair Trucks.

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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

the Gourmet Restaurant, Beverly Hills, Calif., has been appointed assistant manager.

## What About Future?

(Continued from page 5)

in the industry, with upgrading of the jobs that remain.

Conclusions which can be drawn from these opinions are obvious: There will be stiffer competition for the dollars your members now spend eating at your club because new, quality restaurants will be built in the areas where club members live; restaurants will install and promote take-out food departments, which will become an increasingly important factor; and older restaurants will upgrade in order to attract the type of customers who are club members.

It would appear that management of clubs should take a long, hard look at the future and prepare for this competition by up-dating kitchens and dining areas in particular, and other club areas in general, by weeding out non-productive employees and consolidating jobs in order to bring labor costs to the lowest level possible, and by emphasizing the best of service of the finest foods prepared in the best way possible.—W. H. C.

## Mechanized Accounting

(Continued from page 21)

by cash registers, front office, room transcript, and total. In short, this sheet becomes the daily report and is a summary of all activity in the club.

About the over-all aspects of the new accounting system, President Donal Lee Chamberlin said, "It is possible for a club or other operation to get along without such a system. However it is foolish to do so. Mechanization has removed the strain of trying to keep an accurate control system working—it proves itself every day."

## Food Service Training Program

A special training feature for service personnel is available from Aatell & Jones, Inc., as an inexpensive, practical tool for training club employees.

The Food Service Training Program makes use of 52 "Tips to Make More Tips" posters, one for each week of the year, each with a simple, direct idea and an illustration. The 11- by 17-inch posters are printed on washable Texoprint for re-use. Sub-

jects include proper service, diplomacy and the importance of good side work. The poster can be placed in an appropriate spot in the club where all employees will see it.

Additional information is available from Dept. CM, Aatell & Jones, Inc., 3360 Frankford Ave., Philadelphia 34, Pa.

## Aid to Wine Display Setups

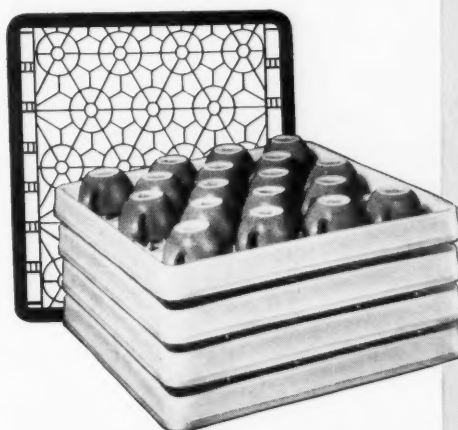
For increasing wine profits in the club dining room, the Wine Advisory Board has designed a new promotion aid in a booklet, "How Restaurants

Display Wine for Extra Profits."

Illustrations in the 14-page booklet show how well-known managers put showmanship into their table displays, special effect displays, display cases, bins and racks, poster displays and buffet displays. Listed in the back of the booklet are other free wine sales aids such as quantity recipes, a wine study course for staff and management, charts and posters.

For a copy of the booklet and other free information on promoting the sale of wine in your club, write Dept. CM, Wine Advisory Board, 717 Market St., San Francisco 3, Calif.

**GREATEST ADVANCE IN DISHWASHING** since the invention of the machine itself



**RABURN**

MODEL 4000

**Cupsaver**  
Pat. Appl'd. For  
**rack**  
**FOR WASHING**

NOW light weight, space-saving, nesting plastic racks for washing cups in dish machines and for stacking in Lowerator® self-leveling dispensers.

Cupsaver is kind to your cups—cups don't touch each other and the rim glaze contacts only scratch-proof plastic. Fits 20" dish machines, all 20" self-leveling dispensers, all cups.

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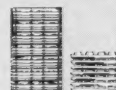
\*West Coast \$8.95

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# Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

VOL. XVI

JUNE, 1960

NO. 3

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CHARLES E. ERRINGTON, The Beach Club, Santa Monica, Calif.

ROBERT GUYNN, Decatur Club, Decatur, Ill.

FREDERIC H. HOLLISTER, Scarsdale Golf Club, Hartsdale, N. Y.

DANIEL M. LAYMAN, Union League of Philadelphia.

JOHN OUTLAND, Dallas Country Club.

CHARLES J. VIVIANO, Shannopin Country Club, Pittsburgh.

ROBERT E. YOXALL, Country Club of Coral Gables, Fla.

## Regional Directors

Jorgen Andersen, Pioneer Club, Lake Charles, La.

Fred C. Andrews, Minneapolis A.C.

George L. Backus, Jr., Meadow Brook T. & C.C., Racine, Wis.

Lynn Bauter, Beaver Valley C.C., Beaver Falls, Pa.

Robert M. Bernnard, Spokane C.C., Wash.

R. Ruel Dorrough, Pine Forest C.C., Houston.

Edwin T. Driscoll, Mission Hills C.C., Kansas City, Mo.

Harry E. Forsythe, Oak Hill C.C., Richmond, Va.

Laurice T. Hall, Pinehurst C.C., Denver.

Robert D. Halpin, Hamilton Club, Paterson, N. J.

William J. Hodges, Paradise Valley C.C., Scottsdale, Ariz.

Henry L. Huber, Westwood C.C., Williams-ville, N. Y.

Fred A. Irvin, Peninsula G. & C.C., San Mateo, Calif.

Lynn W. Markham, Petroleum Club, Oklahoma City.

Edwin G. McKellar, Oahu C.C., Honolulu, Hawaii.

Frank B. O'Connell, San Diego Club.

Col. Frank N. Owens, Royal Canadian Y.C., Toronto, Ontario, Canada.

A. Kenneth Painton, Union Club, Boston.

Hans W. Rawe, Columbus A.C., Ohio.

James E. Rushin, Montgomery C.C., Ala.

H. B. Sarver, Cherokee T. & C.C., Atlanta.

Thomas J. Spillane, Missouri A.C., St. Louis.

W. L. Stewart, Alta Club, Salt Lake City.

Frank J. Thomas, Saucon Valley C.C., Bethlehem, Pa.

L. William Wagner, Red Run G.C., Royal Oak, Mich.

## To All Members of CMAA:

Your board of directors, the national conference committee, Club Management Institute and representatives from the Mile High Chapter recently met in Denver, the host city for the 1961 conference.

The completed report of the successful Pittsburgh conference was approved, and the board of directors, on behalf of the entire membership, extended a vote of thanks to the Pittsburgh Chapter, whose efforts made such a wonderful event possible.

The general program for the Denver conference was agreed upon.

You soon will be polled on your preference of subjects for the popular seminars, which will again be presented. When you receive this mailing piece, please return it promptly as it is the only way CMI can determine what YOU want to have covered in the educational part of our program.

The ladies' program tentatively was agreed upon and the innovations planned will be, we are sure, well received by the fair sex.

Registration fee for the Denver conference was established at \$50 for members and \$20 for spouses, the same as last year.

The facilities of the Denver Hilton Hotel, headquarters for the convention, were inspected and are made to order for our requirements.

The Denver Chapter's conference committee is an enthusiastic, hard-working group of managers, dedicated to the task of making your 1961 conference the best ever. All they require is your presence there to make it a success.

**PLAN NOW TO ATTEND JANUARY 25-28, 1961.**

JOHN T. BRENNAN  
Vice President

## News of the Chapters— Detroit

Several members of Detroit Chapter visited the national office in Washington

April 24-25 to make the formal presentation of a walnut desk and chair as a gift to the office from the chapter.

The visiting members of the chapter spent the 25th touring the city and were guests of Jim Montfort, manager of the National Press Club, for lunch. Ed Lyon,

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Members of Detroit Chapter at the formal presentation April 25 of the walnut desk and chair from the chapter to the national office are, standing from left to right: Ed Lyon, executive secretary of CMAA; John C. Bellaart, who recently retired as manager of The Recess Club; L. William Wagner, Red Run Golf Club, regional director; John J. Devers, Tam O'Shanter Country Club, treasurer of the chapter; Charles E. Bartlett, Detroit Boat Club, secretary; and John T. Brennan, Birmingham Country Club, national vice president. Seated is Edward E. Renegar, Detroit Yacht Club, president of the chapter.





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executive secretary of CMAA, and Jacques Aimi, Woodmont Country Club, Rockville, Md., president of National Capital Chapter, also were guests. The group joined National Capital in the evening for its monthly dinner meeting at Congressional Country Club, with "Lon" Martin as host-manager.

## National Capital

Reported by Raymond J. Kyber, Secretary

"What Makes a Good Club Manager" was the subject for a speech given by Wiffy Cox, golf pro at Congressional Country Club, Washington, D. C., at a meeting of the chapter held April 5 at the club. A. E. "Lon" Martin, manager, was host.

Special dinner guests were the following members of Detroit Chapter, who had presented the national CMAA office with a new desk: Edward E. Renegar, Detroit Yacht Club, and Charles E. Bartlett, Detroit Boat Club, president and secretary of the chapter respectively; John J. Devers, Tam O'Shanter Country Club, Chicago, treasurer; L. William Wagner, Red Run Golf Club, regional director of CMAA; and John T. Brennan, Birmingham (Mich.) Country Club, CMAA vice president.

John C. Bellaart, who recently retired from The Recess Club, Detroit, also attended.



John Palermo, Kona Kai Club, San Diego, past president of San Diego Chapter (second from left) presents the gavel to Frank O'Connell, San Diego Athletic Club, newly elected president. Mr. O'Connell is also regional director for Southern California. At left is Herb Moller, La Jolla (Calif.) Country Club, new vice president of the chapter. At right is Ray Strickland, University Club, secretary-treasurer. The April meeting was held at the Commissioned Officers Club, North Island, with George McMasters as manager-host. The chapter extends an invitation to any club manager visiting in San Diego to attend a meeting.

## Mile High

Reported by Laurice T. "Bud" Hall, Secretary

A meeting of the chapter was held April 18 at The Profile Room, Denver. Accolades go to Joe Sperte and Marvin Cook, hosts, for their fine hospitality, food and service.

Finn Petersen, president, reported on a special meeting with the Chefs de Cuisine. Effort is being made to improve the screening procedure for recommend-

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ing chefs to positions available in the area.

A correction to the minutes reported from the last meeting: Paul Rueben was appointed chairman of the membership committee and Gene Marshall, chairman of the hospitality committee.

Horace Duncan, general chairman for the 1961 conference, gave a review of the schedule sent by Charles Viviano, from last year's conference in Pittsburgh. The new deadline for CLUB MANAGEMENT articles was announced; all articles must be in by the 5th of the month for publication in the next month's issue. A report was given on the film "Hi, Colorado," which is being planned for use in publicity for the conference.

Harry Grossman, author of the book, *Wine, Spirits and Beers*, gave a lecture at the Denver University hotel school April 26-27.

### Felican State

Reported by Jorgen Andersen,  
Secretary

A two-day meeting of the chapter (with wives invited) was scheduled to be held in Baton Rouge, La., at the time this issue was going to press. Hosts for the meeting were to be: Charles H. Brandt, Baton Rouge Country Club; Harry Duke, Sherwood Forest Country Club; Kurt Mickley, City Club; and Bob Griffon, Faculty Club.

George Smith resigned as manager of Lake Charles (La.) Country Club effective May 31 and is planning a vacation.

### Badger State

Reported by Richard A. Henry,  
Secretary

William A. Buescher, Jr., Milwaukee Country Club, was elected president of the chapter at a meeting held April 11 at Westmoor Country Club, Milwaukee.

Other officers to serve with him are: George Junas, Ozaukee Country Club, Wauwatosa, Wis., vice president, and Dieter H. Sturm, Jr., Brynwood Country Club, Milwaukee, secretary-treasurer.

### Delta President



Tom Hughes, Country Club of Little Rock, newly elected president of Delta Chapter.

George Backus, Jr., Meadowbrook Town and Country Club, Racine, Wis., past president, and Charles McGlinch, Madison (Wis.) Club, will serve on the board of directors for a year.

A set of round-table discussions was planned for coming meetings with such points of interest as minimums, dues apportionment for capital improvements, supplementary dues, incentive plans and a survey by Mr. Backus on the aspects of building a pool at his club.

The men's stag will be held at the newly remodeled North Shore Country Club, Milwaukee, in July or August, the exact date to be determined at the next meeting.

Members enjoyed cocktails and dinner after the meeting.

### Metropolitan

Reported by John A. McCabe,  
Secretary

At the Metropolitan Chapter meeting April 11 at Larchmont (N. Y.) Shore Club, Laszlo Leslie Nagy, Deepdale Golf Club, Manhasset, N. Y., and Arthur E. Parrish, Garden City (N. Y.) Golf Club, were elected to membership.

President William F. Birner announced that Bill Purcell, Indian Harbor Yacht Club, Greenwich, Conn., is recovering from a heart attack and Reg Kindilien, Old Oaks Country Club, Purchase, N. Y., is recuperating from a broken hip.

The April-in-Paris Ball April 14 at Larchmont was an outstanding evening

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of entertainment for more than 200 managers, wives and guests. Drinks were served from two bars; a fine hot and cold hors d'oeuvres buffet was featured before a filet mignon dinner with wine. Music and entertainment were exceptional. The chapter extends its thanks to Jack R. Little, host-manager for the event, to his wife, Frances, and to the entertainment committee for the evening.

## Virginia

Reported by Dorothy J. Bender,  
Secretary

Mr. and Mrs. Emil Evancho, Lakeside Country Club, Richmond, entertained members of the chapter and their wives at a meeting April 11.

George Leftwich, Downtown Club of Richmond, newly elected president of the chapter, presented Harry Forsythe, Oak Hill Country Club, Richmond, with a gift of appreciation for his work as president this past year—a gilded cage containing a pair of white rabbits.

After a pleasant social hour, the 75 guests were served a superb dinner at attractively decorated tables.

## New England

Reported by Beatrice M. Phillips,  
Secretary

Jean Cruse, of Cruse et Fils Freres, Bordeaux, France, was guest of honor at a social gathering of the chapter April 18

at Myopia Hunt Club, South Hamilton, Mass.

Approximately 100 members, wives and guests attended the meeting. Fred Cuzner, manager of the club, was host for a social hour, with delectable hors d'oeuvres, and a splendid buffet supper. An accordionist provided music for the social hour and for dancing during dinner.

The chapter extended its thanks to Mr. Cuzner and to his assistant, Marion Platt, for the enjoyable evening.

## City of New York

Reported by Franklin S. Reynolds,  
Secretary

An address, "Working Pension Fund for Non-Union Employees," was given by R. W. Loveitt at the April 12 meeting held at the New York University Club.

The following were voted into membership: Richard F. Kirwan, William Overs, Fred Nowickey, Lynn McCaffery, and Thomas Middleton (associate).

Changes in the by-laws were accepted. Announcement was made of progress in plans for the annual Spring Social scheduled for April 23 at the National Democratic Club.

Guests were CMAA Director Fred Hollister, Scarsdale Golf Club, Hartsdale, J. J. Haszonics, *Hotel World Review*, and James Muldowney.

Thanks were extended to our host, Ralph C. Campbell, for his warm hospitality.

## New Jersey

Reported by M. H. Holtz,  
Publicity Chairman

The 1960 Regional Golf Tournament and meeting of the chapter will be held July 11 at Ridgewood Country Club. Members, officers and directors of clubs of the following chapters are invited: Connecticut, Metropolitan, City of New York, Philadelphia and Vicinity. Cocktails and dinner are scheduled after an afternoon of golf on Ridgewood's renowned course. Manager-Host John Duffy promises an enjoyable day.

## Cleveland

Reported by George O. Burdick,  
Secretary

Clem Young, Cleveland Athletic Club, recently was elected president of the chapter for the coming year.

Other officers are: James Tukesbrey, Westwood Country Club, Rocky River, vice president; Dick Daley, Hawthorne Valley Country Club, Solon, treasurer; and George Burdick, Cleveland Skating Club, secretary. Hoyt Meredith, Rosemont Country Club, Akron, is a new director.

At the April meeting with Mr. Young as host at his club, the educational program for the year was discussed. There was a light buffet after the meeting.



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## Chicago Managers Entertain President Meisnest

CMAA President Kenneth E. Meisnest, Washington Athletic Club, Seattle, was the honored guest at two parties held by Chicago managers on May 9 and 10 at the time of the National Restaurant Show.

Agnes Toner, manager of the Chicago Engineers Club, was hostess to a party May 9 which included several out-of-town managers and chapter members as well as Mr. Meisnest.

Among those enjoying the hospitality of Mrs. Toner's club were Chapter President Tony Wayne, Riverside Golf Club; Vice President Ben Waskow, Brookwood Country Club; and Secretary-Treasurer

Paul Frederick, Knollwood Club.

Mr. Meisnest again was honored May 10 when Mr. and Mrs. Waskow hosted a cocktail party and dinner for him at their two-year-old, beautiful Brookwood Country Club. Among the guests at both parties were Wesley H. Clark and Johnson Poor of CLUB MANAGEMENT.

Mr. Meisnest was in Chicago to participate in the Institutional Food Manufacturers Association's "Golden Plate" award luncheon, honoring the food man of the year. The CMAA president sat at the head table at the luncheon and was introduced to the more than 400 industry leaders who attended.



Among those at the April 19 meeting of Southern California Chapter held at the new Las Posas Country Club, Camarillo, for which George DeBacker was manager-host, were: Thomas Burness, the California Club, Los Angeles, past national director; Emile Dalton, catering manager at the host club; Bill Schwarz, Penthouse Executive Club, Santa Ana; Lee Seeger, Brentwood Country Club, Los Angeles; Gene Seeber, Los Angeles Country Club; Riley Huber, Santa Ana Country Club; President Emil Lepp, Hillcrest Country Club, Los Angeles; Louie Ruff, Los Angeles Athletic Club; and Tommy Welch, chef of the host club.

### Southern California

Reported by Frank T. Sherwood,  
Secretary

Members enjoyed golf in the afternoon before the April 19 meeting held at the handsome, new Las Posas Country Club, Camarillo, with Manager George DeBacker as host. First prize went to Don Daley, second to Cliff Halstead and third to Vice President Henri Tubach.

The chapter was given a grand tour

of the premises and operation of the club before the serving of excellent hors d'oeuvres, refreshments and dinner.

Jerry Kearn was appointed program chairman and Mr. Tubach, admission chairman.

Guests at the meeting were two former members of the chapter, now associated with the newly formed Santa Barbara Chapter, Roy Smith and Joe Schneider.

The June meeting will be at the Bel-Air Bay Club, Pacific Palisades.

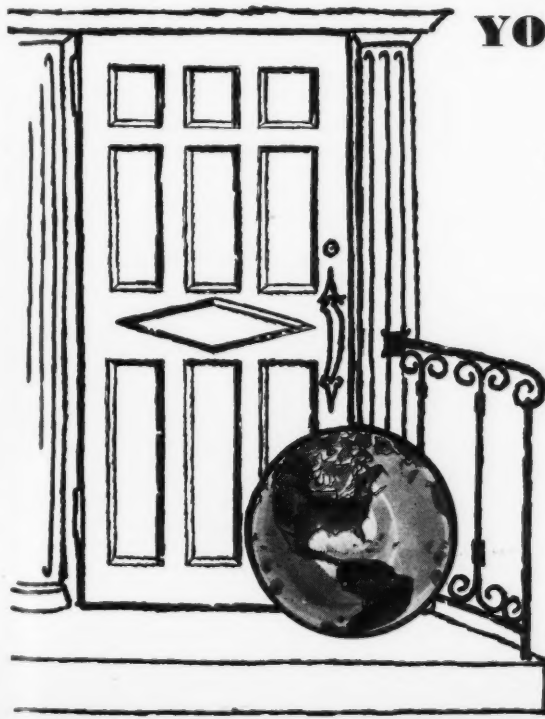
### New York State

Reported by Stewart E. Brace,  
Secretary

The May 2 meeting of New York State Chapter was held at Rochester Country Club. Refreshments and hors d'oeuvres were served before a delicious dinner, with Edwin Johannisson as our host.

Richard M. Worthington, new manager of Oak Hill Country Club, Rochester,

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was elected to membership. Two visiting managers were introduced, Joseph M. Doran, Ridgemont Golf Club, Rochester, and Curt Mainka, Cutten Club, Gulph, Ontario, Canada.

Bill Connor, associate professor, Cornell University, and manager of the Statler Club, spoke on the elective in club management at Cornell and on short courses available to club managers. President Richard Gibbs presented the chapter's scholarship check for the school to Mr. Connor.

Joseph Posner, Connecticut Mutual Insurance Co., gave an informative talk on pension plans for club employees and managers.

The next meeting will be held at Niagara Falls Country Club, Lewiston, on June 6, with Manager Joseph Brem as host.

### Oregon

Reported by Mabel Fredericksen,  
Secretary

Mr. and Mrs. Joe Bowen, Sand Point Club, Seattle, were guests at the May 10 meeting held at the Town Club, at which Mr. Bowen gave a review of the 1959 Club Managers Institute held in Seattle. The review was helpful to the chapter in planning the 1960 summer workshop to be held September 26-28 at Reed College, Portland.

Claude Galloway, Waverley Country Club, Portland, chairman of arrange-

ments, appointed committees for programming the course.

Alicia Brady, manager of the Town Club, was hostess.

### Pittsburgh

Reported by Lynn Bauter, Secretary

A meeting of the chapter was held April 26 at Oakmont Country Club, with Dorothy and Fred Seitz as hosts.

The "Report of Availability" was featured as a round-table discussion. It was agreed the report should be a quarterly affair.

June 15, 1929, was accepted as the original charter date under the advice of Ed Lyon.

It was decided to send a "thank you" to national for the privilege and confidence it offered the chapter in holding the 1960 conference.

Carl Brandon, Laurel Valley Country Club, was introduced to the chapter transferring from New York Chapter.

### Connecticut

Reported by Grant M. Ruse, Secretary

A round-table discussion on kitchen wages, guest book and closing hours and overhead costs, with Joseph P. Tonetti as moderator, was held at the April 18 meeting at Race Brook Country Club, Orange. John H. Bogrette, Jr., was host-manager for a fine social hour and dinner with the meeting.

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BURBANK, CALIFORNIA

Club, Darien, was elected to membership.

Tentative plans for social outings to be held at Francis Burr's cottage on Lake Hitchcock, with golf at Waterbury Country Club, were presented, and final arrangements will be made at the next meeting. The annual tournament of the chapter will be held July 18 at Ridge-wood Country Club, Danbury.

## Promotion Is Key

(Continued from page 14)

specialty cocktail for each affair. The "Night in Acapulco" featured a "Tequila Reeler." The American Spice Trade Association was called upon to supply authentic recipes from the nations featured at each party. This is a service which they are pleased to supply "gratis."

Members of the club's executive committee volunteered to handle make-up and transformed each guest into a count, contessa, caballero or senorita for the evening.

There is a rather unusual idea carried out at each event and mentioned in the announcements. So that members do not have the problem of tracking down costumes, but still have the fun of a costume party, the club does it for them. The men wear dark suits and the women, cocktail dresses. We add the finishing touches. Berets, sombreros, cigarette holders and other inexpensive souvenirs are supplied and can be taken home by members as mementos.

The mailing pieces themselves created much interest among the members and reservations came pouring in. (Incidentally, the inclusion of the menu had interesting side effects. For example, some members called in with special recipes handed down by Grandma.) And through the promotion, each member was made to feel that he not only was attending and spending money, but actually was participating.

The club had three of its own photographers present (no pictures for sale!) and pictures were taken for inclusion in the local newspapers. The members always are pleased when their pictures and a write-up appear in the local papers for their friends and neighbors to see. Our management has cultivated the local society editors so we receive good cooperation from the newspapers.

All in all, the problem of getting members interested and excited about club affairs is an easy one to solve. **COMMUNICATE WITH THE MEMBERS.** Make each letter, newsletter or mailing piece vital, colorful and interesting. Let the people know what's happening. Make them feel that each affair is being run for them *personally*. In short, **COMMUNICATE.**

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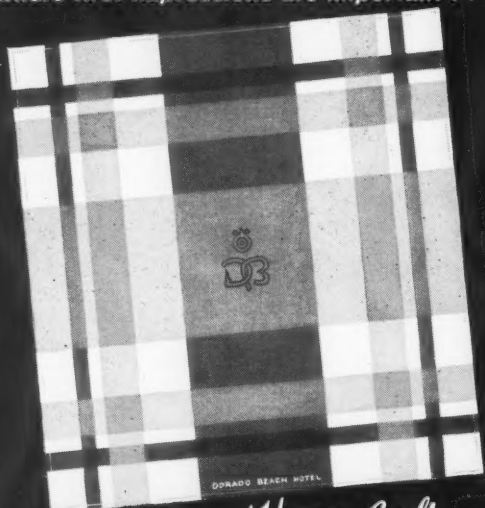
**Foie Gras**  
**STRASBOURG** (France)

Largest Selling Product Since 1852

CLASSIQUE FOODS DIV., M. H. GREENEBAUM, INC., 165 CHAMBERS ST., N. Y. 7, N. Y., DI 9-4300



where first impressions are important . . .



at THE DORADO BEACH HOTEL **Hardy Craft** TABLE LINENS

in yarn dyed colors . . . were specially designed  
by Ann Hatfield Associates to carry out the magnificent decor.  
Discriminating diners respond to decor. America's leading decorators know that only vat dyed yarns can produce brilliant, permanent colors and intricate patterns. Only a yarn dyed fabric—such as Hardy Craft uses in all Hardy Craft cotton damask table napery—can allow free expression of design and color combinations to meet every specific requirement.

We welcome the opportunity of working with you.

**JAMES G. HARDY CO. INC.** 11 E. 26th ST., N. Y. • MU 9-6680

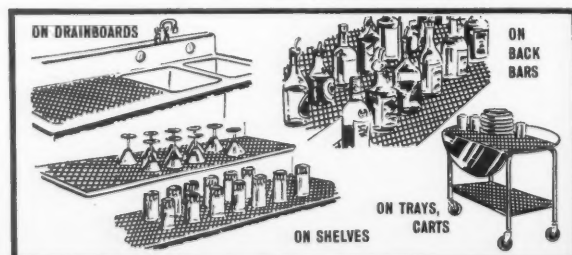
Save Glassware, China  
... Reduce Noise Level  
Promote Sanitation ...



**RP**® **Neotex**®  
**PROTECTIVE  
MESH MATTING**

RESEARCH PRODUCTS *Corporation*  
DEPT. 765, MADISON 1, WISCONSIN

Neotex is the ideal liner for shelves, trays, drainboards, back bars. Cushions breakable glassware and china, reduces noise level, provides thorough drainage. Easily cut to any desired size or shape. In two patterns and several colors.



## Federal Tax Calendar for Clubs

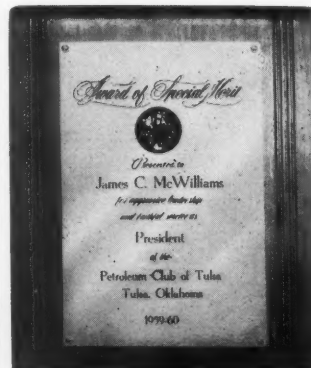
Prepared by Horwath & Horwath

### June, 1960

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during May, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for May, 1960, if more than \$100, payable to an authorized depository. Return on Form 450.  
Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended January 31, 1960.
- 30—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for May, 1960, if more than \$100, payable to an authorized depository. Return on Form 537.

### July, 1960

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during June, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for June, 1960, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for second quarter of 1960.  
Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended February 29, 1960.
- 31—Withholding tax and Federal Insurance Contributions Act tax: Return for second quarter of 1960 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.  
Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for June, 1960, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for second quarter of 1960. Otherwise, return for second quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to August 10, 1960.



### A PLAQUE

For Your Retiring  
President

The Rich Beauty Is Achieved  
by Deeply Etching a Statement  
of Merit Into a Heavy Plate  
of Copper Mounted on a Board  
of Beautifully Grained Walnut  
9" x 11" in Size.

PRICE \$24.50

Other Awards

Write for Folder

Since 1918

**SOUTHWESTERN ENGRAVING  
COMPANY**

518 N. W. 3rd Street  
Oklahoma City, Oklahoma



# Let's Compare Menus

## COEUR D'ALENE COUNTRY CLUB

Hayden Lake, Idaho

The Coeur d'Alene Country Club dinner menu received the gold award in the miscellaneous sales promotion literature category of the annual contest of the Advertising and Sales Association of Spokane. It was prepared from original ideas by Christopher Lindsley and Don Nepean.

### Appetizers

Crab Meat Supreme.. 1.00 Louisiana Prawns Supreme.. 1.25  
Alaska Shrimp Supreme.. 1.00 Fruit Cocktail Supreme.. .85  
Dinner Size Cocktails..... .50

### Soups

Soup Du Jour (Bowl).. .35 Cream of Tomato (Bowl).. .35  
Consomme (Bowl)..... .35 Cup of Soup..... .25

### Salads

Heart of Lettuce..... .60 Pineapple & Cottage  
Crab or Shrimp Louis... 1.75 Cheese..... 1.00  
Fresh Fruit (in season).. 1.55 Salad Du Jour  
Combination Salad..... 1.15 (dinner size)..... .50

### FROM THE BROILER

All our steaks are cut from specially selected and aged U. S. "Prime" Grade, corn-fed, Eastern steer beef and are charcoal broiled to your individual requirements.

14 oz. New York Cut Steak..... 4.75  
Filet Mignon..... 4.75  
8 oz. Top Sirloin Steak..... 3.00  
Double French Lamb Chops..... 3.00

All the above served with soup, salad, potatoes, vegetables, rolls, butter and coffee

### A LA CARTE

#### Entrees

Pan-Fried Chicken..... 2.75  
Fresh Ground Salisbury Steak..... 2.25  
Deep Fried Jumbo Prawns..... 2.50  
Breaded Veal Cutlets, Country Gravy..... 2.25  
Grilled Loin Pork Chops..... 2.50  
Pan Fried Pacific Oysters..... 2.50  
Deep Fried Eastern Scallops..... 2.50

### Sandwiches

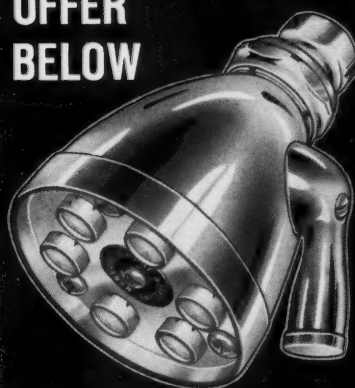
#### COMBINATION

Three Decker Club House: Bacon, Tomato,  
Breast of Turkey, Toasted..... 1.65  
Ham and Swiss Cheese on Rye, Potato Salad, Pickle..... .95  
Breast of Turkey With Cheese on Rye, Potato Salad,  
Pickle..... 1.35  
Hamburger De Luxe.... .65 Cheeseburger De Luxe... .75  
Cube Steak Sandwich... 1.10 Cold Prime Rib Sandwich 1.50  
Bacon and Tomato..... .65 Cold Breast of Turkey... .65  
Baked Premium Ham.... .75 Tuna Fish Sandwich.... .50

### Desserts

Assorted Home Made Pies .25 Home Made Cake..... .25  
A La Mode, Additional .10 Shortcakes (in season)... .35  
Ice Cream or Sherbert... .25 Sundaes..... .35  
Roquefort Cheese..... .35 Camembert Cheese..... .45  
Liederkranz..... .45 American or Swiss..... .25

SEE OUR TEST  
OFFER  
BELOW



**SPEAKMAN**  
**anystream**

world's finest shower head

- Adjustable spray • Self-cleaning. Non-dripping
- 6 sizes and models • Fits old and new showers
- Vandal proof when specified

Featuring **AUTOFLO**® the integral flow control that saves money from the first shower.

**AUTOFLO** reduces water consumption, saves hot water, cuts fuel cost, stretches hot water supplies and reduces overhead on waste disposal and septic system.



Here's why you save money with **AUTOFLO**

	ORDINARY SHOWER HEAD	ANYSTREAM WITH AUTOFLO WATER SAVER
Water Delivery Per Minute @ 50 lbs. pressure	8 Gallons (More than needed)	4½ Gallons Per Min. (Adequate for shower)
Average Guest Shower Time	5 Minutes	5 Minutes
Total Water Used	40 Gallons	22.5 Gallons

**AUTOFLO cuts water waste almost 50%**

Try this 60-day free demonstration  
in your own shower

Prove to yourself that no other shower head can match the Speakman Anystream with integral **AUTOFLO**. If you're convinced, it will be yours to keep at a special courtesy discount. If not, just return it at our expense.

mail this today

**SPEAKMAN COMPANY**, Dept. CM, Wilmington 99, Delaware

Gentlemen: I'll take your test offer. Send me an S-2240 Model 2 Anystream shower head with 4½ gal. per min. **AUTOFLO** which I will test thoroughly. I will keep shower head after 60 days at **SPECIAL COURTESY DISCOUNT**, or return it without cost.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## Names in the News



William Faversham



Peyton Hoge



Henry L. Miller



Roger M. Coleman

Announcement has been made by Brown-Forman Distillers Corp. of the appointment of the following four men to vice presidency posts: **Roger M. Coleman**, director of eastern area sales; **William Faversham, Jr.**, director

of monopoly area sales; **Henry L. Miller**, director of western area sales; and **Peyton Hoge**, director of advertising. All will have headquarters in Louisville, Ky., and formerly were regional sales managers for the firm.

The company also has announced promotions in the regional sales division: **Meyer F. Moussa**, mid-continent regional sales manager; **Mason L. Tush**, southern regional sales manager; **Carl J. Varga**, monopoly states sales manager; and **Robert L. Harbur**, western regional sales manager.

**C. E. Dennis, Jr.**, has been named sales manager of Dennis Water Cress, Inc. Mr. Dennis, who attended Bullis Preparatory School in Maryland, has been employed as sales representative and in other capacities for the firm for the past eight years.

**William "Buck" Heydt** recently was appointed sales representative of Caribe China Corp., Puerto Rico, a subsidiary of Sterling China Co. Mr. Heydt has a wide background in related fields and prior to his appointment was operating his own business.

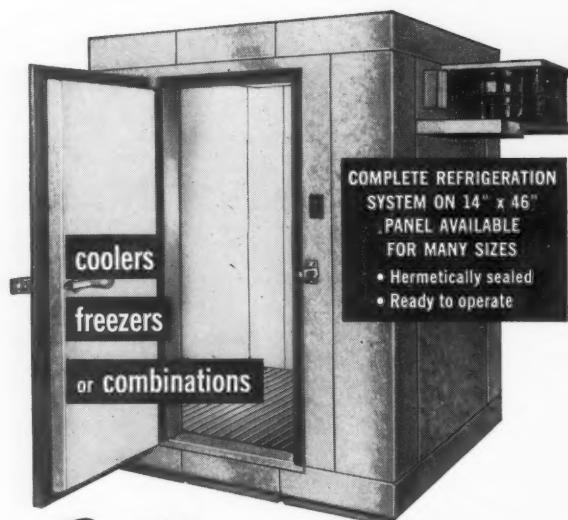
**Marion A. Owens**, who has over 20 years experience in furniture sales work, has been named sales representative for Troy Sunshade Co. in Florida.

**Joel S. Mitchell**, who has been president of Standard Brands, Inc., for the past 13 years, was elected chairman of the board of directors and chief executive officer of the firm May 3.

**Henry Weigl**, formerly executive vice president, is the new president of the corporation. He is succeeded in his past position by **Albert A. Ricker**, formerly first vice president.

**David Mahanes** has been named district manager for Jack Daniel Distillery for Illinois, Indiana, Minnesota, North Dakota, South Dakota and Wisconsin, with headquarters in Chicago.

Prior to taking the post, Mr. Mahanes was associated with Brown-Forman Distillers Corp. for ten years, the last five as sales manager in Wisconsin. He graduated from the University of Kentucky with a B.S. degree, Harvard University with an M.B.A. degree, attended Harvard graduate school of business administration and is a major in the U. S. Army Reserve.



## Bally walk-ins

Aluminum or steel sectional construction

Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

**Bally Case and Cooler, Inc., Bally, Pa.**

Get details—write Dept. CM-6 for FREE book.

## Continental Service Carts...



Iced Cart

The iced cart can be used to display low cost fruits, or other items, so they appear a special treat. Another example of how Continental Service Carts make the simplest foods a work of art. The exclusive plastic Moli-Shield protects and beautifies these profit makers.

...by **molitor, inc.**

See your dealer or write for brochure of other new carts

2829 S. Santa Fe Drive  
Englewood, Colorado

**James W. Batey, Jr.**, has been appointed vice president of Sterling China Co. Mr. Batey, who has been with the firm 14 years and was assistant sales manager before accepting his new position, was one of the originators of the company's Vogue collection, an "in stock for immediate delivery" plan of merchandising.



**William J. Quinn** has been named to the newly created post of assistant sales manager of the commercial equipment department by Toastmaster Division, McGraw-Edison Co. Prior to this Mr. Quinn was associated with the department as sales engineer.

**Joseph O. Cies**, sales manager for Vinyl Plastics, Inc., has announced the appointment of The American Equipment Co., Inc., at Indianapolis, Ind., as distributor for the firm.

**Warren C. Nybo** has been appointed sales representative in Chicago for Aatell & Jones, Inc. Mr. Nybo has a background in sales at both the retail and industrial levels.

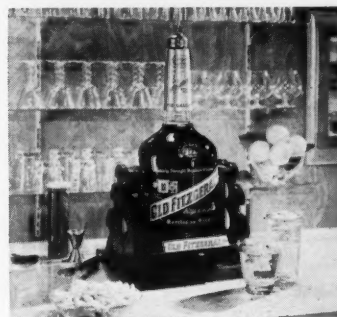
**John Jay Murphy** has been named national manager on special accounts for Hiram Walker, Inc. Mr. Murphy, a graduate of St. Michael's College, Toronto, and Assumption University, Windsor, Canada, has been with the firm since 1950 and is a member of the Executive Stewards & Caterers Assn. In his new position he will be responsible for the firm's convention activities, military business and chain hotel accounts.

**Alfred S. Buyer**, formerly sales representative in a five-state territory with headquarters in Detroit for Raytheon Co., has become advertising and sales promotion manager for the firm.

### Advertising Program

An extensive advertising program has been formulated for Heineken's imported Holland Beer by Van Munching & Co., Inc. Advertising will be used in "Newsweek," the Sunday magazine section of more than 25 newspapers throughout the country, spot radio announcements and in trade publications. Last year the firm's sales advanced more than 20 per cent over the previous year, exceeding a million cases.

### Walnut Hospitality Dispenser



A deluxe Hospitality Dispenser has been designed by Stitzel-Weller Distillery in hand-rubbed solid walnut as a showpiece for clubs.

The unit consists of a gallon club bottle of Old Fitzgerald Bottled-in-Bond with pouring spout and rack which can be purchased separately. The rack is on a one-inch base and has carved sides of Baroque design. Gallon Hospitality bottles are packed three to a case.

For complete information write Dept. CM, Stitzel-Weller Distillery, Inc., Station D, Louisville 10, Ky.

Standard of Quality for Over a Century

## Liddell Linens

Table Cloths and Napkins all-Linen, half-Linen and Cotton. Also in our famous "mummy" weave printed quality—one of the longest wearing fabrics made.

Huck Towels: all-Linen, half-Linen.

Carter Bros. **RetRac** Bedspreads—Rugs



**WILLIAM LIDDELL & CO., INC.**

51-53 WHITE STREET, NEW YORK 13, N.Y.

MILLS: BELFAST, IRELAND

### DURABLE and SMART furniture



Chair No. 8216

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

**AMERICAN CHAIR COMPANY**

Manufacturers  
Sheboygan, Wisconsin

Permanent Displays: Chicago • New York • Miami • Boston • San Francisco



## Way Out Party

(Continued from page 13)

one who felt inclined to sit could use the floor. And that's just what some of the guests did—more and more as the party progressed.

One section of the porch wall sported a kind of "Beatnik Billboard." Mr. Waxman, over a period of several days, covered an eight- by 20-foot white stiff paper with the sort of gibberish the beatnik talks and poems—cleverly using the names of many of the party guests.

We placed a dozen bar stools a few feet away from this, and every guest at the party spent some part of the evening reading it. Quite a few salty comments were made, adding to the gaiety. Of course, everyone was looking to see if his name appeared on the billboard and what might have been said about him. This is the kind of imagination which takes a party out of the "routine" class.

We sealed off the main lounge since it presented a problem of changing its decor to something "beat," and we felt we could create a somewhat crowded effect for the guests by not using the space. Too much space for a party is as detrimental to its success as not enough.

In the main bar, green, blue and red lights were used in place of the normal lighting; drapes were drawn back exposing windows plastered with more movie posters. Posters adorned the walls, and foreign posters hung on the back bar along with the traditional comic and tragic masks of the theater.

In the dimly lighted dining room we used an unusual surrealist oil painting almost the length of the far wall (it actually measured 12 by 35 feet), spotlighted with red, blue and green lights. Bare wooden table tops partly covered with white shelf paper were used for drinking and dining. Crayons on the tables allowed the guests to draw their own decoration on the "tablecloths." Candles in beer bottles and whole loaves of French bread in No. 10 cans completed the table decorations.

### The Menu

We had two hors d'oeuvres tables—again without cloths—with French fried shrimp in small garbage pails on Sterno burners, whole Kentucky hams, which the guests sliced themselves, wheels of Roquefort, assorted crackers and large platters of steak tartare formed in the shape of faces

(and wearing sun glasses). Curls of onions simulated the hair; the nose and ears actually were shaped with the meat, and the beard was made with anchovies. It sounds horrible. And it looked horrible. But it created quite a few comments and tasted good!

Old silverware and paper plates were supplied the beatniks, and 20-gallon garbage cans at each end of the tables were available for the used plates. The garbage cans were decorated. Painted on their sides were scenes of alley cats on back fences and nightmarish blobs of color.

On the buffet table (located in the private dining room off the main dining area) a centerpiece of bongo drums and a variety of brass musical instruments graced the bare table top. More candles in beer bottles—this time, the quart-size bottles—completed the decor. In place of dessert, we served coffee in several types of heavy mugs (rented for the occasion) with whipped cream available and a choice of French brandy, Chartreuse, Irish whiskey, strega, Hennessy cognac or Galliano.

Dave Brinkoeller, with his bongo drums and Off Beat Beatniks dressed for the occasion (or do they always look that way?), played music that

## WHEN YOU NEED LEMON JUICE DO YOU HAVE TO:

	YES	NO
Squeeze lemons and pay the high cost of labor and materials?		
Dissolve crystals that do not dissolve so easily?		
Combine bottles "A" and "B" to make a gallon?		
Add a frothing ingredient to put attractive heads on the drinks?		
Use a frothing product containing Saponine, banned in many states?		
Pay more than 1/2c per cocktail for a lemon flavored drink base?		
If you are using FROTHY MIXER your answers are all		NO

Since 1863



"Don't Squeeze—Use Fro's"

### EVEN MORE IMPORTANT:

Which frothing lemon cocktail base gives greatest satisfaction? FROTHY MIXER can prove itself, only if you try a free sample.

WRITE TODAY!

*The Brothers*

114 FIELD ST.  
ROCHESTER 20, N. Y.



## ELIZABETH GARRISON . . . Counselor

Unite with us to solve your executive personnel problems.

The first step in solving any problem is to recognize that it is there. The next step is to do something about it.

### WABASH EMPLOYMENT AGENCY

202 South State St.

Phone: WAbash 2-5020

Chicago 4, Illinois

(Wabash Agency established in 1935)

31 YEARS OF SERVICE TO CLUBS

## CLAREMONT-MAJESTIC

EMPLOYMENT SERVICE  
AGENCY

Dependable  
Male and Female

**PERSONNEL**

for Dining Room,  
Kitchen and Office

80 WARREN STREET, Room 305

New York 7, N. Y.

Herman Litman Manager

PHONE: COrtlandt 7-3853

A. Zahler, Licensee



wasn't too far "out" to be danceable.

All of the guests entered into the spirit of the evening, and the club looked like a convention of disaffiliates. At first glance, I actually didn't recognize members I've known for five years.

### Employees Dressed Too

The bar manager, bartenders, head waiter and the whole crew dressed as beatniks and competed for a prize for the worst outfit. This was won by bar manager, Ed Zeciski, who looked like a "real gone guy."

Everyone stayed 'til the wee hours of the morning, so I knew the party was a success.

Our thanks go to Mr. and Mrs. Waxman for their tremendous effort and clever ideas. It isn't often that a party is handed to a club manager all tied-up and ready to go as was this one. It proved to be a great deal of fun for all the guests, the club staff and myself.

### Dessert Service Insert

For versatility in serving desserts, Legion Utensils Co. has introduced a new item which can be used either



as an insert in a supreme, with a standard ring, or alone.

Similar in design to the firm's paneled sundae cup, the sherbet insert has flared edges and is available in stainless steel or silver plated hollowware. It is designed for use in the club dining room in serving ice cream, sherbet, fruit cocktails and other desserts and appetizers.

For further information write Dept. CM, Legion Utensils Co., Inc., 2107 40th Ave., Long Island City 1, N. Y.

### Chick Evans Testimonial Dinner

A testimonial dinner in honor of the 70th birthday of Charles "Chick" Evans, Jr., will be given July 18 in the grand ballroom of the Conrad Hilton Hotel, Chicago.

All proceeds from the occasion are to be used to establish a special reserve fund for the Evans Scholars

Foundation of the Western Golf Assn.

Present at the dinner will be old and young "masters of the game," business, civic and educational leaders, stars of television and Hollywood and governmental leaders.

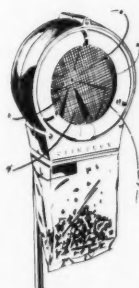
Information concerning the dinner and a formal invitation can be obtained by writing Dept. CM, Testimonial Dinner Headquarters, Western Golf Assn., Golf, Ill.

### New Soup Can Sizes Available

A 51-ounce chef-size can of condensed tomato with rice soup now has been added to the product line of H. J. Heinz Co., along with a ready-to-serve tomato with rice soup in a 7¾-ounce (portion pack) can for club lunch or snack bars.

The soup is a combination of tomato and long-grain Patna rice with a garnish of chopped parsley. The condensed soup can be reconstituted with milk, water or a combination of the two.

Details can be obtained from Dept. CM, H. J. Heinz Co., 1062 Progress St., Pittsburgh, Pa.



Watch it work! Spinsect is effective, amazing, exciting and fascinating. Remember, To Bag or Be Bitten, that's your decision.



Don't let mosquitoes put the bite on you. BUY SPINSECT, the only night-flying insect trap that spins the mosquitoes into a bag for easy, germ-free disposal.

You must see it to believe it! All you do is plug it in. SPINSECT does the rest. No more swatting, no more spraying, no more scratching or harassing.

Who said it couldn't be done? • Small — only 14" high. • Light — approximately 8 lbs. • Design — attractive, rugged plastic, all-weather materials. • Portable — plug in and hang near pool, patio, yard, etc. • Versatile — small, medium and large bags available to meet your requirements.

• Economical — costs approximately \$1 per month to operate every night. • Guaranteed — for 1 year against defects in material and workmanship. • Results — your area is cleared of night-flying insects; infectious mosquitoes are eliminated.

Price — \$54.50 ppd.

(50 disposable plastic bags with each unit.)

☐ Check or money order ☐ for total \_\_\_\_\_

Our Company's guarantee to you: Quality products, experience, and value. Don't get mosquito bites, mail your order to Cor-Lite

**COR-LITE INDUSTRIES, INC.**  
P.O. BOX 85, DEPT. B CINCINNATI 21, OHIO

For all-'round deodorizing...



# ROUNDS

Fragrant, laborless  
deodorant discs for urinals,  
bowls, garbage pails, lockers, closets

Deodoroma ROUNDS cost in use averages only a fraction of one cent a day. Rounds are formed under 70,000 pounds pressure: are dense and durable. Fragrance is locked in: lasts until the last particle has vaporized—there's no harsh "moth cake odor." Packed eight to the telescoping box—each Round sealed airtight—easy-to-shape Holzit wire holder in every box. For literature write to The C. B. Dolge Company, Westport, Conn.

For free sanitary survey  
of your premises ask  
your Dolge service man

**Dependable**  
**DOLGE**  
WESTPORT, CONNECTICUT

#### CLUB MANAGER AVAILABLE

Truly Continental manager, speaks five languages, 20 years experience in finest and most exclusive clubs, hotels, restaurants in Chile, Argentina, Mexico, Spain, New Jersey, U.S.A.

Highly recommended.

Thoroughly experienced in training personnel, buying, preparing food, public relations and promotion, and over-all club operation.

For résumé and further information, WRITE: Box 10-Z, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

#### CLUB MANAGER AVAILABLE

General manager country club. Now employed—private club in south. Desires change of location. Knows how and can assume responsibility to promote a successful operation of your club.

Married, no children, health good, 50 years of age. Wife experienced and can assist if desired. Business and character references good. Complete résumé of qualifications on request.

ADDRESS: Box 11-Z, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

#### CLUB MANAGER AVAILABLE

Nine years experience in country and city clubs. Know food and beverage control. Age 36, married. Honest, conscientious and good worker.

ADDRESS: Box 13-Z, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis, Missouri.

#### CLUB MANAGER AVAILABLE

Presently employed as manager of a city club with 540 members. Successful operation for 3½ years. Desire larger club. Experienced in all departments. Fourteen years experience in clubs and hotels. Married, 33 years old, four children. Salary open. Will furnish references and picture upon request. ADDRESS: Box 14-Z, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

## WINE Pressings

By Henry O. Barbour

### The Wines of California—1

IN 1959, according to California Wine Institute statistics released in the April issue of *Wines and Vines*, the people of the United States consumed 156,203,000 gallons of wines, an increase of one per cent from 1958 and of 18 per cent over 1949.

The place of origin of these wines? About 9,905,000 gallons or 6.3 per cent came from Europe; 22,126,000 gallons (14.2 per cent) from Eastern U. S. vineyards, principally New York and New Jersey. The vast majority, 79.5 per cent or 124,172,000 gallons, were from the vineyards of the Golden State. And 74 per cent of this California wine production was apertif and dessert wines. Table wine consumption totaled 31 million gallons from California, 12 million gallons from the balance of this country and five million gallons imported principally from Italy, France and Germany (in that order).

Thus, if only from the standpoint of a "share of the market" concept, California wines deserve an important place on the wine list of your club. But the quality of the premium lines—especially that of the red, rosé, and sparkling wines—recommends them to every club wishing to offer the best of the world's principal wine-producing areas to their members.

As indicated by the foregoing figures, the large bulk of California's

production should be considered separately from the premium wines of interest to us. These are primarily the dessert and apertif wines that come from the inland Central Valley running south from Sacramento through Modesto and Fresno to Bakersfield, and around Los Angeles, San Bernardino and Escondido in Southern California. These are all warm or hot areas, with plentiful water (supplied by irrigation) on flat land that invites the use of tractors and mechanical devices for the mass production of medium-grade wines from heavy-yielding varieties. Winemakers of the East claim, with a great deal of logic, that the products of these particular vineyards should not be compared with their production or of imported wines when trying to determine relative market importance.

#### Coastal Regions

But these same people readily will agree that the wines from the northern coastal region, north and south of San Francisco Bay, can possess character and fineness that make them deserving of a place in any listing of fine wines. These areas produced 44 per cent of California's table wine, about one and one-half times the table wine production of other states combined.

Sonoma County, north and slightly

Your best  
customers  
call for....



IMPORTED  
**Heineken's**  
HOLLAND BEER

Gen. U. S. Importers:  
Van Munching & Co., Inc., New York 36, N. Y.

west of San Francisco, was the largest producer of these counties in 1959, mainly of standard-quality wines. Some high-quality table wines are produced, mainly by Buena Vista Vineyards. One of the finest California champagnes is made by F. Korbel & Brothers at Guerneville in the Russian River Valley, where the vines are planted among giant redwood stumps.

Second in volume and first in importance in fine table wine production is Napa County, east across the Mayacanas mountain range from Sonoma Valley. Here the outstanding producers are Beringer Bros., Charles Krug Winery, Louis M. Martini, Beaulieu Vineyard, Inglenook Vineyard Co., and the varietal wines of The Christian Brothers.

The area third in quantity in the making of fine table wines is Santa Clara and Alameda Counties, which lie east and south of San Francisco Bay. Quality table wine producers include Concannon Vineyard, Wente Brothers and Cresta Blanca around Livermore; The Weibel Champagne Vineyards at Mission San Jose; and Almaden Vineyards, Paul Masson Vineyards and Martin Ray, Inc. on the mountains and in the valleys of Santa Clara County.

#### The 1959 Vintage

Turning from 1959 consumption to the vintage: the past year saw the fifth largest California crush ever (1946 was the largest, 1949 the smallest since the war). In addition to grapes raised specifically for wines, half of the table grape crop and one-third of the raisin grapes were crushed to make wine.

The 1959 wines generally are expected to be of good quality, and in the northern countries, where the crop was not bothered with heavy rains during the picking, the pro-

ducers hope that some great wines will result.

(Next Month: California Wine History & Types)

\* \* \*

**THIS MONTH'S MERCHANDISER:**  
An idea from a small restaurant in New York City, where the private dining room is located in a colorful wine cellar:

"Hear Ye: Hear Ye: In the Name of King Bacchus:

Whereas, it being the desire to further an appreciation for Good Wines, especially when partaken to enhance the enjoyment of an Excellent Cuisine;

It is Hereby Proclaimed that each and every Monday hereafter shall be established and known as Wine Day. And that Furthermore upon such occasion it shall be the custom to dispense all wines, including Ports and Sherries, at a specially ordained discount of Twenty Per Centum less than their usual prices—at Pierre's Restaurant in the City, County and State of New York at Fifty-Two East Fifty-Third Street."

#### Locker Paint

Ideal for painting club lockers, a wall finish introduced by Consolidated Paint & Varnish Corp. combines the beauty and service of alkyd paint with the latest insecticides.

Kil-Sect makes lockers insect-proof and remains as long as the painted surface is undisturbed according to the maker. It is said to give long and trouble-free wear since scrubbing does not affect its power. It is available in a wide range of colors.

To obtain a chart with "chips" of 14 colors, notation of available colors and further information write Dept. CM, Consolidated Paint & Varnish Corp., 505 Fifth Avenue, New York 17.

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## Research Techniques

(Continued from page 15)

5. Present club activities ratings: Satisfactory.

6. Additional activities desired and classified.

7. Visits per month in use of present club and prospective number of visits per month with expanded activities: Average visits per month, 9.9 with 28 per cent among the group with 1-15 years' experience mentioning five visits, and 25 per cent mentioning five (the most frequently mentioned number) among the group with over 15 years' experience. Visits ranged from one to 26. From the group with 1-15 years' experience, 96 per cent gave an indication of visits and 4 per cent gave no answer; from the group with over 15 years' experience, 94 per cent responded and 6 per cent did not. Average number of visits using private room facilities was 3.1, with 16 per cent among the group with 1-15 years' experience mentioning one and 14 per cent among the group with over 15 years' experience mentioning two. Visits ranged from one to ten. From the group with 1-15 years' experience, 41 per cent responded yes to having used private room facilities; 54 per cent, no; and 5 per cent gave no answer. From the group with over 15 years' experience 42 per cent responded yes; 52 per cent, no; and 6 per cent gave no answer.

8. Preference as to location: Downtown.

9. In favor of sheltered parking: Yes by high percentage.

From non-member (prospects) survey:

1. Projected number who would consider joining a downtown private club, 1129. Those who are definitely interested in a new and enlarged Petroleum Club, 766. Fifty-three per cent of non-member respondents answered yes; 64 per cent of this 53 per cent indicated first interest in the Petroleum Club.

2. Interest in joining a downtown club by groups: The non-oil industry group (accountants, attorneys, bankers, utility and advertising executives) represents a large potential membership.

3. Considered opinion as to reasonable monthly dues: Average was \$16.86.

4. Facilities desired other than luncheon and dining in such a

club. Top three preferred in order were: Stag room, barbershop and game room.

The time required for the study was

comparatively short, or put another way, because time was of important consideration, the entire study was based on a prescribed and specified period and time limit basis.

## Mardi Gras—"Made-to-Order" Party Theme

By O. Harry Hunt, Manager

Lakewood Yacht Club  
Seabrook, Texas

**A** YEARLY event at Lakewood Yacht Club is a colorful Mardi Gras Ball. This year we held the ball on February 20.

Refreshments were planned on a "serve yourself" basis. From 8 p.m. until midnight, two large seafood bars, one of shrimp and the other of fresh gulf oysters on the half-shell, were kept filled and iced. We also served 12-inch "Po' Boy" sandwiches.

Such occasional "serve yourself" informal parties provide a relaxing atmosphere, I have found, and they also help lengthen the cocktail period. Food setups are much less elaborate than a standard buffet, so this procedure for a large membership party permits the kitchen staff to work under less tension.

Mardi Gras is a "made-to-order" party theme with all the zany, original costumes, which are bound to appear, insuring a festive air. This year we awarded champagne and complimentary weekend lodgings in the club cabanas as prizes for the best costumes.

The king and mermaid queen for the party came by boat; their path from the pier was lined with flaming

Prizes for the best costumed group went to this African safari, complete with an attractive array of "game." A wooden wheeled cage held two leopards, "bagged" on the hunt, and a captured leopard hung with shackled hands and feet from a pole carried over the shoulders of two native-clad bearers. There was also an authentic-looking witch doctor in the party.



The individual prize went to this immense octopus. The king of the party and his mermaid queen were seated in gold satin-covered throne chairs against a backdrop decorated with fish nets and sea shells.

torches and a Dixieland band played swing music in the background. A special throne had been made with a canopy covered with gold satin and elaborately decorated with multi-colored fish nets and sea shells.

When all the members of the court had been introduced, the king called his jesters and demanded entertainment, provided by a dance team, a singer and a judo act.

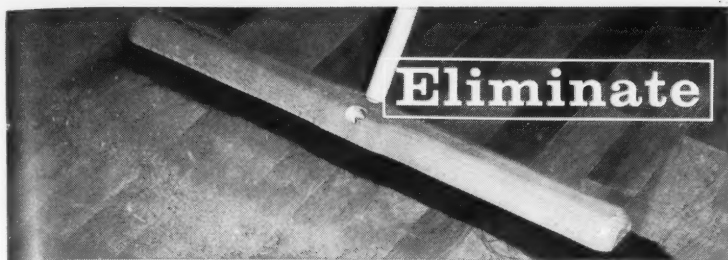
Plans are in the making for more informal parties at the club this year—night barbecues, shrimp boils and oyster roasts—with strolling musicians for entertainment and dancing.

A member wearing a donkey costume and his wife, who was dressed as Lady Godiva and was riding a live burro, won the best couple prize.



CLUB MANAGEMENT: JUNE, 1960





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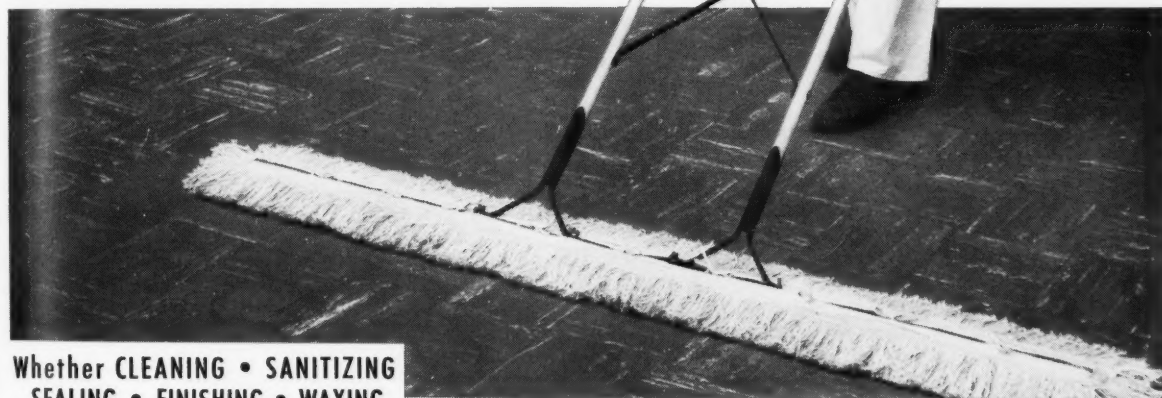
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